# PRINTERS

A JOURNAL FOR ADVERTISERS

Vol. CLXXII, No. 4

0

New York, July 25, 1935

10C A COPY



The return of summer, again dotting our inland waterways with thousands of Old Town Canoes, recalls the very pleasant fact that this year marks the twenty-fourth anniversary of our association with this leader in its line.



N. W. AYER & SON, INC

Advertising Mondquarters: Washington Square, Philadelphia How York . Boston . Chicago . See Francisco . Detroit

## How Does The Boston Herald Stand in the Country at Large?

Here's the authoritative and interesting answer as compiled by Media Records, Inc., of morning newspapers in 95 major cities for the first six months of 1935.

### RETAIL ADVERTISING

3rd Among all the morning papers of the entire United States.

### GENERAL ADVERTISING

4th Among all the morning papers of the entire United States.

### DISPLAY ADVERTISING

3rd Among all the morning papers of the entire United States.

### TOTAL PAID ADVERTISING

5th Among all the morning papers of the entire United States.

OF COURSE, in Boston, the Herald is FIRST in all these and practically every other major classification as it has been for years.

### BOSTON HERALD-TRAVELER

Advertising Representative
GEORGE A. McDEVITT CO.
New York Chicago
Detroit Philadelphia
San Francisco



For eight consecutive years the Herald-Traveler has led all Boston newspapers in total paid advertising. IN this class chaporters is ern sales n Company. thous! He a constitute a points, son the sales a places wit sistance.

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Vol. CLXXII, No Entered as seco

### PRINTERS' INK

NEW YORK, JULY 25, 1935

### This Week

In this week's issue the openclass champion of inquiring reporters is Harry Simmons, Eastern sales manager for The Heim Company. What a man for questions! He asks seventy-seven. They constitute a check list of talking points, some of which, built into the sales appeal, are bound to go places with the prospect's resistance.

It was through the mediumship of a direction tag that Amos Bradbury became acquainted with Dave Daniels.

Mr. Daniels, who makes pumps, wrote out his directions so simply and clearly that, with the aid of a boy, Mr. Bradbury was able to set one of Mr. Daniels' creations in concrete and start it operating within an hour—which, no doubt, is something of a record, especially for the concrete.

Mr. Bradbury visualizes Mr. Daniels in the throes of composition. Probably, Mr. Bradbury surnises, Mr. Daniels writes with a stubby pencil on a piece of wrapping paper. But, we gather, however he writes, he writes simply and clearly. He knows the man beside the road; he knows his customer.

Furthermore, and just to prove that we're no single-trackers, we're concerned this week with tropism, a matter brought to our attention by Caroline W. Carter, of the Crane-Howard Organization, which ordinarily doesn't deal in tropism at all. If your tropism is as quick on the trigger as it ought to be, you respond promptly to changes in your environment. As you'll see, there's a connection between tropism and the pathology—if any

paid

—of current advertising. And not only does this researcher trace the connection; she suggests a corrective.

Or, if you prefer, consider the coupon. Pondering upon coupons that, typographically, are too closely packed, David E. Rowan estimates that even Ed Ziv, R. D. 1, Ada, Ohio, would find it difficult to cram into a fair-to-average coupon all the data that the advertiser demands. Yet the difference between a skimpy coupon and one that would look inviting to a man who lives at 11387 Sta Lucia de Cozumalhuapa Plaza in San Juan Capistrano, Calif., may be as little as three-eighths of an inch. No equivocator, Mr. Rowan goes sledlength for coupons that are better and bigger-especially bigger. They'll bring, he promises, bigger returns.

Not to be settled too easily is this matter of the functions of an advertising agency. In P. I. for July 11, Atherton W. Hobler, president of Benton & Bowles, expressed himself right frankly on this question: In an agency set-up, what is the place of a merchandising department? This week, Mr. Hobler is answered by Frank R. Goodell, chairman, Anderson, Davis & Platte, Inc.; and by W. J. Daily, Walter Dailey, Inc.

Reputedly, there was something wrong with the electric stove. Up through the tobacco country on muleback went the feminine investigator of the light company. The trouble? "Well," said the man of the house, "evvy time the old 'oman turns on the switch

she lands out in the bushes." Which is where, when she experimented, the investigator landed also. Under the heading, "Merchandising News from a Million Kitchens," Kathleen Robertson, associate editor of McCall's, recounts many sequences of drama, all interesting—and significant—to manufacturers.

It's pretty hard to excite a travel agent. He's calm alongside a geyser and cool at the brink of a volcano. Vicariously, he has been everywhere and seen everything. Hence, to register, advertising material that goes to travel agents must be pretty good. The piece entitled "Overburdened Mail Prospects" explains the attention-getting methods of the Hawaii Tourist Bureau.

And now about bank advertising: Ivan C. Miller, research manager of the Pittsburgh Sun-Telegraph tells how a survey revealed that, for a group of Pittsburgh banks, advertising brought expan-

sion—and expansion in direct proportion to their respective volumes of space.

Meanwhile, in Winston-Salem, which is the home of the R. J. Reynolds Tobacco Company, the Wachovia Bank & Trust Company offers, in advertising, to lend money for "increasing selling effort," for "extending advertising," for "restyling products," or for "adopting a more modern package." Thus, at last, a miracle—a welcome attitude toward loans for advertising.

War—in fact, you might almost say war to the teeth—has long been waging between the dentists and the manufacturers of dentifrices; and, of course, it's all about advertising. Having read the most recent critical book on consumer gouging—and, among critical books, one of the most temperate—C. B. Larrabee surveys the whole dental-advertising scene, sees stupidness on both sides, and reveals that he'd like to see the manufacturers and the dentists sit down and create a workable program.

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You might think from dinner table conversation in London or Paris that the circulation of The New Yorker in these cities equaled the number of important people.

The actual circulation in all England is only 941; in all France only 593.

And yet everybody reads it, quotes from it, discusses it.

It suggests the great number of people who must read, quote from it and discuss it here in the States—likewise not measured by the actual number of subscribers.

THE NEW YORKER, 25 West 45th St., N. Y.

# SPEAKING OF COVERAGE



The Journal now has the largest home delivered circulation in its history.\* It offers advertisers almost four times the home coverage of the morning newspaper in Milwaukee and nearly twice that of the other evening newspaper.\*\*

& March 31st Publisher's Statement

\* \* American Appraisal Survey

THE MILWAUKEE JOURNAL

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## 77 Talking Points

A Check List of Ideas That Really Go Places in Telling and Selling the Prospect

### By Harry Simmons

Eastern Sales Manager, The Heinn Company

TALKING points that point the way to the cash register are the best pointers for any salesman who expects to sell. And the best pointers are those that lead to ideas.

Ideas stimulate thinking. Thinking develops new desires. New desires build new business. New business results in new profits. New profits develop still more ideas . . . and thus the circle of selling starts all over again. There is never a business without an idea—sometimes a whole flock of ideas.

The more ideas you can dig up, the more chances you have of "going places" with your prospect. Check over these talking points and see how many you are not using. They may suggest new points that you can adapt to suit the varying moods and conditions of your prospects.

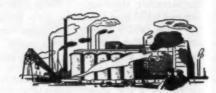
#### Discuss the Merchandise

Quality again occupies a position of importance in the buyer's mind. There is a gradual return to quality buying in all lines of business; and salesmen need no longer be timid about presenting higher-grade lines. Good quality is cheaper in the long run-and it is the long run that counts! The character of your product offers possibilities for interesting discussion. Is it distinctive? Has it features that your competitor's product does not possess? Is it in a class by itself? Has it a novelty appeal, or any unique characteristic that is uncommon? What is the origin of the product? Is it made of interesting or unusual materials from distant lands? What led to its creation and why does it have exceptional value? Does it fill a specific need? Was it engineered for modern requirements? Can you weave an interesting story around its beginnings?

Is the style up to the minute? Is it a fashion that will have a considerable run, or just a fad that may expire soon? Has it certain style advantages over your competitor's line? Does it appeal to both sexes, or only to children, or to all? Is it extreme, or conservative, or in between? Are its lines or texture especially pleasing? Is it made of new and different materials? Will the suitability of the product create a place for itself? Does it fit more exactly into your prospect's requirements? Can it be used to better advantage or efficiency than some other product? Why-and how? What is its measure of desirability? Will its ownership instil any pride of possession? Does it supply an esthetic touch that has been lacking? Will it do a better job, or be easier to handle, or simpler to operate than something else? Has it intrinsic beauty that will create joy, or pleasure, or satisfaction for the customer who buys it?

What is its price class? Will it give better service at a lower price,

# HORSESI



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July 25, 19

TALL IT WHAT YOU LIKE - native intell advertising gence, common sense, sagacity, shrewdness-ys. Here it or horsesense. It is that element in business which being diffe keeps mole-hills in their true perspective-an ent checking mountains in theirs.

It puts results above technique. It favors fat is an agen over hunch or prejudice. It picks market researchars are no over guesswork as a guide to production schedule stment who style lines, price ranges, consumer appeals.

rds spent job for th

McCANNRIC.

EACH OFFICE AN AGENCY IN ITSELF, EQUIPPED TO GIVE FULL SERVIC CLIENTS; N San Francisco · Seattle · Portland, Ore. · Los Angeles · Vancouv unto · Monte

# SENSE

# major commodity n modern business

ntelli advertising, as nowhere else perhaps, horsesense ness-ys. Here it holds that being right comes ahead which being different or clever. It relies more on time—an ent checking plans before they're used than on rds spent to vindicate them afterward. It compres facts an agency to the proposition that a client's search lars are not for "spending," but for shrewd insedule sment when and where there's a clear-cut sell-tiple for them to do.

NRICKSON Advertising

SERVIC CLIENTS; New York • Chicago • Cleveland • Detroit • Denver

or at the same price? Does it justify its extra price by some extra value? Is there a cash discount or some special discount that will help put it across? Can you offer a better price in quantity lots? Is price an important factor, or is it secondary to quality? Is the price due to its intrinsic value, or to extra styling, convenience, beauty or efficiency? Has it the quality of exclusiveness? Has it a special feminine appeal for this reason? Is it a rare pattern or design? Will its possession give one a feeling of superiority? Is it available in individual specifications? The question of durability is important. Will it outlast another product, and thus add a premium of greater service for slightly extra cost? Is it easily destructible, or will it stand much wear and abuse? Is it made with exceptional strength by using stronger materials?

What is its convenience value? Does it solve an awkward handling problem at home or in business? Is it easy to use? Is it convenient to store when not in use? Does it allow more time for other duties or pleasures? Does it add anything to the buyer's convenience? Is it a patented article? Won't the patent give your prospect a certain protection against imitation? Isn't it worth more because of this protec-Isn't the patent an added guarantee of its value? Can you protect your customers against infringement? If the Government stands back of your patent, you can stand back of your customers! Is it a tested product? Have you a laboratory record to talk about? If not, how has it been tested and how can you prove the test? Has your factory provided you with facts and figures that you can talk about? Or have you an actual sample that you can test in the presence of your prospect?

### Stress the Standing of Your Company

Very frequently the age of your company makes a splendid talking point. If they have operated a long time, it is an indication of strength and stability. If they have operated a short time, and

have accomplished many things, it is an indication of progressiveness. What is the reputation of your company? Is their place in the industry near the top? Do they hold a position of leadership? Is there a strong good-will value in the name? Have they arrived—or are they comers? How far ahead of the procession are they? And will they stay ahead? What is the size of the company? How much larger than the nearest competitor? Is it impressive because of its size? Are they human and democratic despite their size? Is it a small company with a big reputation for quality; or a large company with a reputation for low price because of its volume?

What about the organization? Is it famous for its creative help, its experience, or its efficiency? Does it include any well-known names? Are they good merchandisers and sales promoters? Can they pass along their merchandising helps to their customers? Are they good mixers out in the field and can they help you with your prospects? Is their integrity unquestionable? Are they honest and fair in all their dealings with their customers? Do they go more than half way with the customer? Are they liberal in their allowances and adjustments? What is their financial standing? Have they ever been in difficulties? Do they meet their obligations promptly? Do they keep out of the courts? Is their rating an asset in your sales talk? Have they any plans for expansion worth talking about? What do the banks say about them? Is their financial position one of the best in the industry? What is their ethical standing? Have they a strong sense of moral obligation? What was their position under the codes? And what is it now? Are they known for their high principles and practices of fair competition? Do they take good care of their employees? Are they in good standing with their suppliers?

#### Talk about Your Factory

What is its size? Is it large enough to be noteworthy? Does it occupy an important position in the

July 25, 19.





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### AN EXAMPLE OF DEALER-IZING



### RINSO TELLS WHY-Rinso Dealers TELL WHERE

Lever Brothers are consistent advertisers of Rinso and Lux in The Christian Science Monitor. Last year 577 Monitor advertisements of local dealers featured Rinso, Lux, and other Lever Brothers products, at no expense to the manufacturer. Many national advertisers enjoy the benefit of this unique tie-in service.

### THE CHRISTIAN SCIENCE MONITOR

Published by The Christian Science Publishing Society Boston, Massachusetts

### NEW YORK OFFICE-500 FIFTH AVENUE

Other Branch Offices: Chicago, Detroit, St. Louis, Kansas City, San Francisco, Lee Angeles, Scattle, Miami, London, Paris, Milan, Geneva PRINTERS' INK

industry because of its size? Is it a landmark, or is it just an average factory building? Is it a modern daylight plant with up-tothe-minute conveniences for its employees? How about the equipment? Is it modernized and equipped with the latest developments in factory machinery? Is it equipped to do a large-capacity business? Can they turn out rush orders on a rush schedule? Is there an interesting development story in its beginnings and in its enlargements? Where is the location? Is it a convenient shipping point? Are low freight rates available because of its loca-tion? Is it an efficient distributing point for all sections of the country

How about the factory workers? Are they especially skilled in their trade? Is there a large proportion of old-time craftsmen that you can talk about? Have they a good reputation in the industry as well as in the trade? Are they a happy crew, well taken care of? Are their working conditions something to talk about? Are they well paid for high-grade work? Are their working hours in accord with modern ideas? Are they free from labor troubles? Aren't these important points all reflected in the quality and reputation of your

product?

What is their reputation for inventiveness? Have they a number of successful products to their credit? Are they constantly making improvements and developing new products? Can they solve the daily problems that arise in your trade? Do they carry a large inventory? Can they ship on short notice? Can they fill in out-ofstock items in dealers' stores without delay? Or is their merchandise all made to order, with a considerable time-lag between shipments? How far ahead can you protect your customers? Can they manufacture special items quickly to help out? Are they inclined to be co-operative in this respect?

Have they a good replacement service? Can repair parts be shipped promptly? Are repair parts kept in stock or made to order? Are they furnished at reasonable charge? Aren't these important points with your customers? How about the packing service? Do they know their stuff when it comes to packing the merchandise for safety and convenience? Do their containers protect the merchandise better than your competitor? Are their packages easy to handle and convenient to open? How about their shipping service? Are they equipped to break down large shipments into small package lots for shipment to various points? Is this service an asset and a help to your customer?

### Flatter Your Customer

Compliment him on his discrimination in selecting your product. Point out the prestige value of your company's name as it affects the development of his reputation among his trade. Build up his pride of possession in your quality merchandise among his family, his friends, his employees, his trade. Show him how the modernity of your product will be reflected to his credit wherever he uses it. He should be glad to be up to date. Play up the question of profit in your line as against some other line with a smaller margin or with less consumer appeal. In asking him to stock your merchandise, use the personal friendship angle wherever you can. Everything else being equal, this is what frequently turns the trick. Mention his increased efficiency in the use of your product and show him how much time and money he can save.

Comment on the extra appearance value of your product in his store or office, as against your competitor's product. Don't overlook the desirability angle of your merchandise in the minds of himself, his employees, his customers, his family. If it is a finer article, that will arouse the envy of the other fellow, so much the better. Remember to discuss the convenience of your product, as regards its operation, its handling, its delivery, its packing and shipping. Above all, don't forget the feature of display value in his windows, on his counters and shelves. This feature alone has sold many a product for many

(Continued on page 90)

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# They TURN the DIAL to 1460

. . . and it stays there!

Why? Because that's where the Northwest's radio audience finds the Star Programs of the Red and Blue Networks—exclusively on KSTPI

And that's just another reason why KSTP dominates the 9th U. S. Retail Market—that Metropolitan Trading Area of Minneapolis and St. Paul where 74.3c out of every retail dollar in Minnesota are spent—and why KSTP commands 50.1% of the total Twin Cities' radio audience!

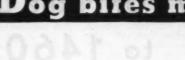
For the authentic Ernst & Ernst Survey which certifies these facts, write to



General Sales Office, KSTP, Minneapolis, Minn., or to our NATIONAL REPRESENTATIVES: ...in New York: Paul H. Raymer Co. ...and in Chicago, Detroit, San Francisco: John Blair Co.

DOMINATES THE 9th U.S. RETAIL MARKET

# Dog bites man



says H. J. Crawford, "gave us mone immediate results than all of the other newspaper combined"—which meant more car sales. It always surprises us to find people surprised that News advertising brings big returns; we would be surprised if it didn't! But apparently the automobile advertiser used to the long pull and unused to quick results, if finding The News a pretty resultful medium. Our automotive linage shows a gain of 25,689 lines for the first half of 1935—and that does please us!

With the largest newspaper circulation in the country, in the best market in the country, at a rate that is practically a gift—The News should be a profitable medium! And it is! Or haven't you found out about it yet?

THE NEWS

Tribune Tower, Chicago · Kohl Bldg., San Francisco · 220 E. 42nd ST., N. Y.O.

200

SALES ROSE SON SY. & STR CIRCLE 7-416

> Mr. Floy e/o The 220 E. 4 New York

Dear Mr.

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### CRAWFORD & WILSON, INC.

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SALES ROOM SETH ST. & STN AVE. CHICLE 7-4188 GAAHAM MOTOR CARS

SENVICE DEPT 311 WEST 66TH STREET

Nay 29, 1935.

Mr. Floyd Noe, c/o The News, 220 E. 42nd St., New York City

Dear Mr. Noe:

As you already know, we took over the distributorship of Graham motor cars for the Metropolitan New York area, on March the 1st, 1935. At that time we ran an advertising schedule which included all the principal newspapers published in New York.

The News was one of the last to receive our consideration and much to our surprise gave us more immediate results than all of the other newspapers combined. On our first insertion of our ad in the News, we received six phone calls the first morning and closed two sales. The first sale was rather an interesting one.

A woman phoned and wanted to know something about our Touring Sedan model, as this term was new to her. The salesman explained it and she came in that night with her husband, who is employed in a bank downtown, and purchased a Graham automobile. She remarked during the interview that she had never heard of a Touring Sedan, nor of the Graham automobile.

As recently as yesterday May the 28th, we ran another ad in the News and we had more floor action that we have had at any time in several days. Strange to say most of the prospects were real live ones, and we were successful in closing two sales which were due directly to the ad which was placed in your paper.

Realizing that it is more or less a difficult problem to check results on advertising, especially where the product represents a major investment, we thought that you would be interested in the above resume.

We want to thank you personally for the splendid cooperation which you have given us, and to wish you continued success.

Manford

## Campbell Endorses S.5

Present Food Law Ineffective, Division Chief Tells House Interstate Commerce Committee

> Printers' Ink Bureau, Washington, D. C.

A SUBCOMMITTEE of the House Interstate Commerce Committee held a brief hearing Monday on the Copeland Food, Drugs and Cosmetic Bill. S. 5, and then adjourned until Wednesday. Representative Chapman (Dem., Ky.), chairman of the subcommittee, announced that the hearings would be completed in about a week. Thus it would seem that after all most of the time would be devoted to the Copeland Bill—encouraging news, of course, to friends of that measure who had feared that the House hearings would complicate the situation by introducing detailed testimony in respect to other pending measures.

Dr. Walter G. Campbell, chief

of the Food and Drug Administration, was the chief attraction at the Monday session. In strongly endorsing the Copeland Bill as passed by the Senate, Dr. Campbell told once more a story he had related many times. He explained that standards exist for drugs but none for foods. The present law, hailed by some as entirely efficient for all existing needs, he declared to be hopelessly antiquated and out of date. He said it has proved ineffective in coping with abuses in the merchandising of cosmetics and

with radio advertising.
Dr. Campbell explained that the Copeland Bill would make possible the establishment of quality standards for foods which cannot be had under the present law. He pointed out that one of the defects in the existent law is a provision permitting a manufacturer to sell his products whether they are misbranded or decomposed, provided sales were made of the product under its own distinctive name.

There was some curiosity on the part of the committee as to whether

there is legal justification for inquiry by the Government into the secrets of a manufacturer's combination of materials. Dr. Campbell quoted from 249 U. S. Reports, 427, the Corn Products case, in which the court said a manufacturer has no constitutional right to sell without giving the customer notice of the content of the article sold, or to maintain secrecy as to the content of an article of food.

#### Medical Group Wants Mandatory Provisions

From the Medical Society of New Jersey came Dr. Norman W. Burritt, who said that society has on its rolls 92 per cent of the medical men of the State and that the society wants the law, in effect, to say "shall" instead of "shall have authority." He asked for mandatory provisions, instead of permissive provisions. He feared laxity under provisions which say the Secretary of Agriculture "shall have authority," but which do not compel him to exercise that authority. All of this was in resolutions which also called for more investigations of existing law and enforcement before there is any new law at all. The intimation was that everything isn't well under present law, but that there isn't information enough at this time to make possible clear-minded determination on what is required.

William P. Jacobs, executive vice-president of the Institute of Medicine Manufacturers, argued for a strengthening of the present law instead of a new one.

Mr. Jacobs objected to the Copeland Bill on the ground that it gave too much authority to the Department of Agriculture. He thought it would be infinitely better if the advertising of foods, drugs and cosmetics would be administered by the Federal Trade Commission. It Woul

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### Cramped Coupons

It Would Seem That Some Advertisers Are Really Joking When They Seek Replies

### By David E. Rowan

JAMES ZAHAREE, according to the incontrovertible Mr. Robert Ripley, can write 9,007 letters of the alphabet on a single grain of rice. That's a nice eye, all right. But here's a real test of the guy's ability at fine pen writing:

Can Mr. Zaharee write his full name, street address, city and State and, possibly, his dealer's name in the space granted for that purpose in the coupons of many adver-

vertisers?

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Or, to put the proposition in the searching words of a mail-order merchandiser—J. C. Staehle, general office manager of the Chicago Mail Order Company:

"Why is it that a full page will be used for copy so as to convince prospects that they should send for something and then provide a coupon the size of a postage stamp?"

The microscopic nature of some advertiser's coupons is of course no new development. This obscure form of economy has been one of the perennial paradoxes of advertising and has been deplored in

abler tones than these.

Recently, however, a new form of diminution has become apparent. There has been exhibited a tendency among a number of companies to constrict further the area available for what would be assumed to be the coupon's primary purpose—supplying the reader with a convenient means of communicating his interest in the literature or sample offered. The new operation is taking place within the borders of the often none too expansive precinct.

Several months ago William T. Laing, writing in PRINTERS' INK, discussed the appearance of a trend toward what he calls the "twinutility coupon," wherein advertisers capitalize upon the attention power inherent in the coupon zone for publicity as well as inquiry purposes. On the theory that coupons draw as much attention as headlines, often more than the text, brief bits of selling copy, headlines and small illustrations are placed in the coupon itself or immediately adjacent to it.

The soundness of this strategy is indisputable, as evidence offered by Mr. Laing made clear. However, a few attempts at practical penmanship in a representative collection of current coupons would seem to indicate that in some cases the strategy is being carried a little far, that the coupon is becoming a catch-all, considerably to the impairment of its fundamental ob-

jective.

#### One Cluttered and Crowded Coupon

For instance, one very large advertiser ran an ad not long ago and offered a booklet for those seeking further information. the coupon was placed a cut of the said booklet, along with the company's name and address and the phrasing of the request. The dimensions of this coupon were 11/2 by 11/8 inches. And, moreover, the cut of the booklet extended down through the middle of the line assigned for the inquirer's name. Try to fill that in, even if you are Ed Ziv, R. F. D. 1, Ada, Ohio.

Then there is the case of an advertiser whose coupon is an extremely handsome job of design, swell halftone, compelling headlines and a snappy fifty-word piece for the reader to sign as an expression

<sup>1&</sup>quot;New Coupon Strategy," November 22, 1934, page 85.

of his enthusiasm for the offer-The outside dimensions are 41/2 by 13/4 inches-and the total space for filling in name and address is 21/4 inches by 1/4 of an inch. Another job is 21/4 inches square and, not allowing for the encroachment of one of the several drawings which the coupon contains, there remains a space of 134 by 36 inches for the operations of the inquirer's very fine Italian hand. In another instance a space two inches long and 1/2 an inch high is offered for name, address, city, State, dealer's name and dealer's address. But the advertiser got his Blue Eagle and a seal of acceptance in, so perhaps that's all that matters.

These cases could be multiplied many times, especially if I had a vernier calipers handy. Many of the others are somewhat less niggardly than those cited, but by a very liberal standard at least one-third of all coupons published are a definite nuisance for a prospect

to fill out.

The cramped coupon, leaving the consumer's temper out of it all together, has two possible ill effects. First, it undoubtedly discourages some people—probably the entire population of San Juan Capistrano, Calif.—from trying to respond to the offer. Convenience is presumably the essence of the coupon. If it isn't, there seems to be no point in awarding any space to the inquirer.

In the second place, the handling of those that are filled out is rendered inefficient and probably expensive. When inadequate room is afforded for the inquirer's signature and address data, the resultant handwriting is crowded and illegible. At best, more time on the part of the mailing department is

required for figuring out the name and address. At worst, the mail is misdirected and a presumably good prospect, failing to receive what he requested and perhaps sent money or stamps to get, is disappointed and probably lost—along with the advertiser's postage.

On the second count, the Chicago Mail Order Company has done some experimental work, with interesting results. Tests were conducted to determine to what extent the size of the coupon affected the efficiency of inquiry handling, and to ascertain an ade-

quate coupon size.

"By allowing more space and requesting our prospects to print their names," Mr. Staehle reports, "instead of having to throw away two thousand to three thousand requests per season because we could not decipher the names, we now have less than six hundred such cases per season.

"Our typists increased their output when the space was enlarged, so we saved in more than one way.

"And isn't it possible that more requests are received, since many prospects may have lost heart trying to fill out the coupon and giving it up as a bad job?"

On the basis of these findings, the company has established a coupon size which is adequate for a legible filling in and at the same time not wasteful of space. A typical fill-in area is 3½ by ½

inches.

In actual linear measurement the variance between a cramped coupon and a convenient one is often a matter of only a fraction of an inch, but it's like old Uncle Ed used to say: "Three-eighths of an inch on the end of your nose would make quite a difference."

#### Join Franklin Bruck

Edward F. Wheaton and Charles H. Sandak have joined the Franklin Bruck Advertising Corporation, New York, as account executives.

#### Has Corset Account

Phillips, Lennon & Company, New York agency, have obtained the advertising account of Weingarten Brothers, New York, corsets and brassieres.

#### Appoints Gallison

H. H. Gallison has been appointed advertising manager of the American Traveler and the Travel Agent, New York.

#### Wolaver Re-establishes Agency

E. D. Wolaver has again established the E. D. Wolaver Advertising Agency at the former address, 750 Prospect Avenue, Cleveland. Easy Words in Selling

These eyes of an



officer and director in numerous lines of transportation, for many years have read

The New York Times

3 out of 4 of the top executives of the largest industrial, banking, insurance and railroad companies of the country, responding to a questionnaire, stated they read The New York Times.

1935

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## Easy Words in Selling

Some Observations to Manufacturers, Large as Well as Small, Who Would Make Their Advertising Pull

### By Amos Bradbury

THE words I am setting down here will, perhaps, scarcely interest the vice-president in charge of sales of a company spending \$2,000,000 in advertising. Yet you never can tell. They are addressed specifically to the attention of old man Daniels, president of a small pump manufacturing concern in up-State New York.

There are a lot of people like old man Daniels. While he cannot be called an advertiser in the usually accepted sense of

the word, perhaps some of the things he does, the way he works, may be of interest to people who invest a whole lot more in selling than he does. And that is all advertising is anyway, money invested

in selling; isn't it?

Old man Daniels, first name Dave, gets out a catalog every year. Twice last year he also sent out what, in advertising men's circles, would be called a piece of "directmail literature," only Dave calls them flyers. This year he also wrote a new direction tag for his \$86 trench pump and that's how I became acquainted with him. He writes in direct words what he wants to say about what he sells. He did that in the direction tag, he does it in his catalog and also in the farm-paper copy which he has just started to use in two publications.

Simple words, understandable words, no fancy stuff. There is only one place where I think there is room for slight improvement: Old man Daniels probably takes a stubby pencil and starts to write on a piece of brown wrapping paper. He knows plenty about pumps, so when he writes he does put down a few technical words. His direction sheet made it possible

for me and a boy to set that pump in concrete; have it operating within an hour, and I am no good at mechanics. Yet there are a few times where he might have made the words less technical.

When it comes to seamless, drawn brass, poppet valves and non-corroding valve seats, whether old man Daniels writes about them in direction tags, a booklet or a letter to a retailer, he ought to go easy. The man on the top rail of the fence wants to know what a pump does instead of all about the reversible spouts, and the set lengths which are galvanized. How much of a stream will it pump to the drinking cups in the dairy barn? Can the pump help Ma week in and week out with the wash-How long will it take to pump a 300-gallon tank full? How far away from the dam in the brook should the pump be set? These are things he is more interested in than poppet valves faced with rubber, or pump leathers that are oak-tanned from body cuts only.

I know of an idea that I think would help a man named John King who makes harrows, as well as Dave Daniels and several thounall,

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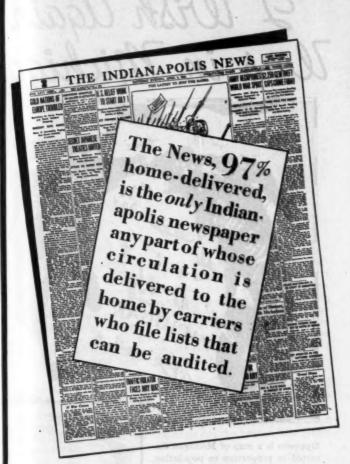
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# The Indianapolis News



SELLS THE INDIANAPOLIS RADIUS

New York: Dan A. Carroll, 110 E. 42nd St.

J. E. Lutz, 180 N. Mich. Ave.

# "I Wish Again Was in Michiga



Opposite is a map of Michigan distorted in proportion to population. Note that more than 47% of the total population of Michigan resides in the Detroit trading area. Here also is concentrated 60% of the taxable wealth. This area is served by The News, which has 85% of its Sunday and 95% of its daily circulation within its boundariea. In the city of Detroit 76% of News circulation is HOME DELIVERED by 3,500 exclusive News carriers.

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### The

ew York: A. KLEIN, I

his old refrain contains more than a plaintive summer longg for cool lake shores and fishing streams. Southern ichigan particularly, washed by inland seas and dotted with ousands of lakes offers incomparable vacation attractions t we have something else in mind-it's business! In the idst of this vacation land wheels are humming, trade is riving, employment is rising. June retail business was ead of June 1934, so was employment by 8%. Employment dex first six months was 105.6 (1923-25-100).

on't you wish you were in Michigan with a campaign to hash the summer doldrums, Mr. Manufacturer? You know ou can reach practically all the financially able homes in the etroit trading area (47% of Michigan's population) through he News, alone. The better the district, the better The News vers it—all surveys show.

ecipe for upping summer business: TAKE HEALTHY PACE IN DETROIT'S ONE BIG NEWSPAPER, now and ntinue thereafter.

## The Detroit News

THE HOME NEWSPAPER

A. KLEIN, INC., 50 E. 42nd St. J. E. LUTZ, 180 N. Michigan Ave.

sand other small manufacturers. It would make their selling more effective. Their plant may be in a medium-sized city or in a small town, but the customers of many of these people live out on the farm. Maybe they are suburban housewives, but the same principle applies.

After the boss and his advertis-



Ford farm-paper copy, through Ed and Tim, talks in the customer's language

ing helper, his nephew and a few others around the plant have all looked over the advertising booklet or the new letter, and it is ready to go to press or be sent out, let him put on his hat and coat and go out where the customers are. Maybe there will be a truck farmer named Mike Pilsudski.

Let's think about a disk harrow for a minute. Perhaps the copy says something along these lines: "This disk harrow operates in conjunction with your medium-sized tractor. It has crossed draft connections which permit each gang to tilt separately. Its frames are truss-type angle steel. It has heavy steel gussets. Look for the manual angling device regularly supplied. An automatic, tractor-operated gang-angling device can also be obtained."

Perhaps the booklet contains a lot more material about crimpedcenters, classifications about the steel the disks are made from, and a whole lot of other technical stuff.

Then show that booklet, before it goes to press, to the man on the fence. Let him ask Mike what kind of land he has—whether it is forty acres of oat stubble full of grass and growing oats or a peach orchard on a stony, side hill. Whether the soil is loose, mucky or sandy. What he thinks is wrong with most disk harrows. Whether all the disks cut full depth or some of them carry clear of the ground in the harrow he uses now.

When big words and expressions that are a little bit over Mike's head are used, let them be marked. Each sentence which puzzles Mike should be marked, taken back to the factory and re-written. Some of those paragraphs will have to be written as many as seven or eight times before the book ever goes to the printer or the letter goes out to the dealer.

When a manufacturer happens to be making manicure sets instead of steel fences, disk harrows or trench pumps, let him pick out a likely looking girl who sells icecream soda at the drug store on the corner, or a stenographer in some other plant. The dumber looking the girl, the better. Let Dave Daniels and every one of his friends, whatever they make, keep constantly clear in their minds the fact that no one will ever know quite as much about their product as they do themselves, nor do they want to. Let them remember always that the prospect wants to know what the product will do, not so much how it is made.

There is a story I have always enjoyed which illustrates the point. You remember that one about the telephone lineman who had suffered a broken leg and was taken to a hospital for treatment. After the leg had been set, a pretty, redheaded nurse asked him how the accident had happened and he told her in the following words:

"You see, lady, it was like this. I was out stringing for the company and I only had one ground mole. He was up a big comealong, and she was a heavy one.

I was puthe mole instead I and that

July 25,

"I don the red-h "Neith "That da crazy."

crazy."
What lineman lingo or pump, a manicure lingo, is who has the cons

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I was pullin' on her and yelled to the mole to give the guy a wrap; instead he threw a sag into her, and that broke yelleg."

"I don't quite understand," said

the red-headed nurse.

"Neither do I," said the lineman.
"That darn fool must have been crazy."

What is readily intelligible to a lineman when he talks his own lingo or to the maker of a small pump, a disk harrow or even a manicure set, when he talks his lingo, is not understood by the man who has to sell it at retail or to the consumer who finally buys it.

I know the sales manager for a hosiery company who lets his retailers in Cincinnati, Havana, Houston, Kansas City, Baltimore and other cities write his business-paper copy, the same general idea sug-gested for Dave Daniels. When a retailer writes a letter telling about the profit he makes on a product, it makes better copy to reach other retailers, either in the form of an advertisement in the paper they read or in a folder, than any amount of technical language set down by the boss of the factory who knows all about how hosiery is made and thinks other people are passionately interested in production details.

I have been looking over some recent advertising in farm papers, and note that several manufacturers have been adopting the principle of going out and talking to the man on the rail fence. Others could do so with profit. I think the man who wrote some recent copy for the Gillette Rubber Company of Eau Claire, Wisconsin, must have first talked to prospects when he said, "This is the tire with the big, tough, rubber lugs that dig right in and pull you through. It needs no chain." The copy then goes on to tell why it has been preferred by farmers, mail carriers, doctors, salesmen and others who drive off the paved highway. It tells the story of a specialized service in simple, homely words. If the writer hadn't at least thought of the man on the rail fence, that might have been written as though it were intended to sell people who drove always on four-lane, concrete highways and didn't need any tough, rubber lugs.

The piece of copy that Ford runs in farm papers, a straight conversation between Ed and Tim, and how easy the new Ford truck is on the pocketbook, how much it costs for repairs, came from going out to where the customers are. I am sure that a motor company out in Pennsylvania talked to a man by the side of the road before it wrote the copy which led Daniel Sipe of Route 2, Red Lion, Pennsylvania, to say this:

With my electric motor I pump water to irrigate about three-quarters of an acre on my truck farm. I raise a lot of celery and everyone knows that celery takes plenty of water. I found out I couldn't depend on rain and be sure of a good crop so about eight years ago I put in my first line of pipe. It worked out so well I added another two years later. Then about a year ago I put in the third. With my onehorsepower motor I get a pressure of 35 pounds, which gives from 10 to 121/2 gallons flow a minute on each line. Now I can count on getting celery to market two months after the plants are set out.

Mr. Sipe calls his motor "crop insurance" and the whole piece of copy, including the illustration, is based upon his simple definition. Nothing about the armatures on the motor or the material it is made of. Just how it can help any farmer like Mr. Sipe to raise truck for profit.

There was a sprayer company which adopted the same principle when it worked out a chart showing what kind of sprays to use for each kind of plant to kill insects. It removed the mystery of technical details and sold consumer use rather than the things the product is made of, and other details of interest to the production department, but not to the man trying to get rid of pests with that sprayer.

I feel sure that if I had time enough to talk to seventy-five or a hundred manufacturers, they would tell me that their selling improved definitely when they induced some

truck driver, telephone lineman or telephone operator to help them write the things they want to say about their own products-pumps, manicure sets or rubber boots. There is never any better method than putting yourself in the other man's shoes in order to get him to read what you have to say.

A good thing for all manufacturers who want to sell things to remember is that illustrations, paper and type aren't going to do a good job in selling unless the words they carry to the people the manufacturer is trying to sell are both simple and understandable and emphasize what the product is going to do to really help the buyer.

As I think that principle over, maybe it doesn't apply only to Dave Daniels and other small manufacturers like him after all.

### General Electric Will Advertise Home Building

October issues of home, women's and general magazines will start a campaign which will be carried through November by the General Electric Company to back up the home-building exhibition it is sponsoring. G-E dealers, it is anticipated, will co-operate by having their local advertising tie in with the exhibition theme.

bition theme.

The company also is starting exhibition of a new type of house, one that can be built for around \$5,000. It will be electrically equipped and will include year-round air conditioning, automatic heat, complete electrical engine, scientific lighting, and built-in attached garage. Constructions will be in brick veneer, stucco or wood and can be set up in from four to air weeks. up in from four to six weeks.

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### Purchase KLZ, Denver

E. K. Gaylord, publisher, and Edgar T. Bell, general manager of the Oklahoma City Oklahoman and Times, with Inez Gaylord and Herbert M. Peck, all of Oklahoma City, have purchased Station KLZ, at Denver. J. I. Meyerson, advertising manager of the newspapers, has gone to Denver to assist the manager, Mrs. Naomi Bengson, who will continue in charge. continue in charge.

### Daniel Starch Adds Ramsdell

Arthur W. Ramsdell has joined the Daniel Starch organization, New York, consultant in commercial research. He formerly had been director of the marketing and research division of Campbell-Ewald Company and associate director of research of Batten, Barton, Durstine & Osborn, Inc.

#### Has Elgin-American Account

The Elgin-American Manufacturing Company, Elgin, Ill., compacts, dresser say, cigarette cases and novelties, has placed its advertising account with the Chicago office of Erwin, Wasey & Company. A campaign in newspaper roto-gravure sections, beginning September 15, is scheduled.

#### Halpern with Hartman

S. A. Halpern, for the last eight years chief copy writer of Lord & Thomas in New York, has joined the L. H. Hart-man Company, Inc., New York, as a partner and copy chief.

### Chrysler Corporation Executive Promotions

Walter P. Chrysler, who has held the offices of chairman of the board and president of the Chrysler Corporation since it was organized in 1925, is succeeded in the presidency by K. T. Keller. Mr. Keller previously was vice-president and general manager, in charge of pro-duction of all Chrysler Motors units. Mr. Chrysler will continue as chairman

Mr. Chrysler will continue as chairman of the board and chief executive.

B. E. Hutchinson, vice-president and treasurer, who had charge of the Corporation's financial affairs, will become chairman of the finance committee. Fred M. Zeder, vice-president in charge of engineering, will become vice-chairman of the board and H. A. Davies, who as assistant treasurer has been in direct charge of the Corporation's treasury operations, will become treasurer.

### Chris Craft Appoints Pickell

Wayne S. Pickell has been appointed general sales manager of the Chris Craft Corporation, Algonac, Mich., succeeding the late E. S. Sabin, Jr. Mr. Pickell, previously with the Packard and Cadillac Motor Car companies in sales and advertising capacities, will act in a supervisory capacity on the national advertising of Chris Craft.

### All of Hills Brothers to Hoyt

The Charles W. Hoyt Company, Inc., New York, has been appointed to direct advertising of Dromedary Dates, Dixie Mix and the entire Hills Brothers Company line of food specialties. This agency has been handling the advertising of Dromedary Gingerbread Mix since last September.

### Buick Names Erwin, Wasey

The advertising account of the Buick Motor Car Company, Flint, Mich., has been placed with the New York office of Erwin, Wasey & Company. The account will be under the direction of Arthur H. Kudner, president and treasurer of

### Joins Kendall Refining

Hamilton W. Smith has resigned as assistant secretary of the Pennsylvania Grade Crude Oil Association to join the advertising and sales staff of the Kendall Refining Company, Bradford.

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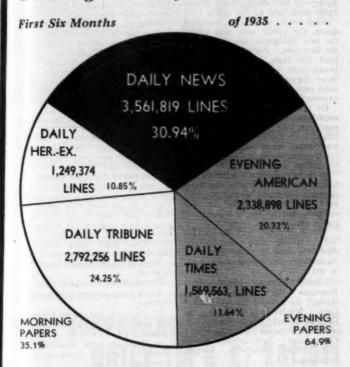
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AS REPORTED BY MEDIA RECORDS, INC.

Total Retail Display Linage-Chicago Daily Newspapers



### THE CHICAGO DAILY NEWS

- Chicago's Home Newspaper

GEORGE A. McDEVITT CO., National Advertising Representatives, NEW YORK—CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCISCO

### G-E Launches New Radio

Consumer and Trade-Paper Advertising, Dealer Meetings Introduce Metal-Tube Receivers

FROM coast to coast, through advertising and through the channel of dealer meetings. General Electric's new metal-tube radio—which also is G-E's answer to the "tube war" in the radio in-dustry—is introducing itself to the radio trade and to the public.

Next week, in general-magazine space, the public will read about the new Bridgeport-made sets for the first time. But meanwhile, behind the lines, there unfolds a broad-front offensive, timed to move forward into mid-summer a sales push that might not have been

expected until fall.

Of that offensive, the spearhead expedient is a series of dealer meetings, just about to close; and linked with the dealer meetings is trade-paper advertising effort that, for impressiveness, resorts to sheer, compelling size.

In three radio-trade publications, G-E paraded its distribution story through twenty-eight half-pagespaid for, co-operatively, by the company and by the distributorsand a double-page spread.

The half-pages ran alphabetically, starting with Atlanta, for which the copy-repeated in set-up throughout the procession-read,

in part:

General Electric Radio Dominate the Atlanta Market through the General Electric Supply Corp., Wholesale Distributors of General Electric Appliances. Headouarters, Atlanta, Ga., Branches: Chattanooga, Jacksonville, Knox-ville, Miami, Nashville, Tampa, Savannah.

Says C. R. Pritchard, Mgr., Appliance Sales: "There never was a more important date in the radio

history of the Atlantic territory than the date of our dealer meeting, at which time we shall announce the new General Electric Radio line and merchandising plans. New merchandise-out of the House of Magic-new and dramatic advertising-new sales opportunities for dealers-these are but a few of the important subjects to be presented. Watch for the announcement date. It means Radio history in the making.'

Three times in two weeks, telegraph-company messenger boys called on 9.000 dealers. On the first call, the boys carried reprints of the consumer copy that is to appear next week. On the second call they carried copies of the dealer-paper advertising. On the third call they carried paper weights, each incorporating a sample

of the new tube.

Attached to the paper weight was a card, announcing the time and place of the territory's dealer meeting-a return card that, after the dealer had filled it in, the mes-senger took back to his headquarters. And thus, straightway, every distributor knew what dealers in his territory were coming.

Thus far, eight models have been

released.

Developments to come:

1. A direct-service plan through dealers;

2. Exlusive dealerships for dealers and exclusive territories for jobbers:

3. Time-payment financing by means of the G-E Contracts Cor-

poration;

4. Expenditure, in co-operative advertising alone, of something like \$1,000,000.

Minit-Rub to Benton & Bowles

Benton & Bowles, Inc., New York agency, has been appointed to handle the advertising of Minit-Rub, a product of Bristol-Myers Company.

Names Simons-Michelson

The Blair Distilling Company, Chicago. has appointed the Simons-Michelson Com-pany, Detroit agency to handle its ad-vertising.



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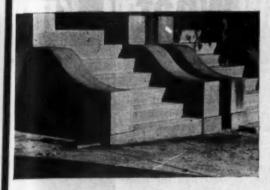
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# The WHITE MARBLE STEPS of BALTIMORE HOMES . . .



To the observant visitor, a city presents some memory which never loses its association. To one, these marble steps mean simple charm; to another, solidity . . . character. To both, they are . . . Baltimore.

Substantial as its marble steps and the families who live in and own the homes with the marble steps, Baltimore is showing steady gains this year over last. In industrial payrolls; power consumption; building contracts; bank clearings; post office receipts; automobile sales and freight car loadings—all reliable indices of business conditions.

Sun Carrier Service goes regularly into most Baltimore and suburban homes—those with marble steps and those without. Many hundreds of blocks have the Sunpapers served to every occupied home, and there are many hundreds more blocks where delivery is made regularly to all but one or two homes.

Advertisers know that the Baltimore area can best be covered by using the Sunpapers—morning, evening and Sunday.

# THE SUNPAPERS DURING JUNE DAILY (M & E) 281,911

A GAIN OF 5,901 OVER JUNE, 1934

THE



SUNDAY

New York—John B. Woodward, Inc.—San Francisco Chicago—Guy B. Osborn, Scolaro & Meeker, Inc.—Betroit St. Leuis—O. A. Cour

# "What I know is

THE day when merchandise could be forced on American housewives is past. Today they want only familiar merchandise; in other words, branded and advertised merchandise. The lady in the picture, with a mind of her own, is Mary Morton. She is typical of hundreds of thousands of young housewives who read the Chicago American every night. And these women buy at least half the food sold in Chicago.

What they mean to you, Mr. Manufacturer, is simply this: if you don't advertise to the Mary Mortons, you are ignoring half your Chicago market. This is tough on your Chicago dealers, but tougher on you: Your dealers have an "out" which you haven't; they can sell your competitors' product.

The American offers every advertiser a sharp, direct attack against half of the Chicago market. With the largest evening circulation, more home circulation, greater coverage among younger families, the American is unquestionably the strongest food medium in America's second largest food market.

# CHICAGO

NATIONAL REPRESENTATIVES: HEARST INTERNATIONAL ADVERTISING SERVICE

Rodney E. Boone, General Manager

ole is what I want"



MERICAN

... a good newspaper

### Harn Defends A. B. C.

Managing Director Answers Criticisms of Bureau Made by Special Newspaper Committee

A T the convention of the Audit Bureau of Circulations in Chicago last October the newspaper members secured the appointment of a special committee (all newspaper men) to investigate and demand recommendations for change. The committee, headed by Frank S. Newell, of the Toledo Blade, made its report, as has been related in PRINTERS' INK. And now comes O. C. Harn, managing director of the Bureau, with an answer to the committee on the two main points it raised.

The special newspaper committee strongly argued against the proposed increase in dues, declaring that the Bureau did not need the \$22,203.61 that the new dues plan would yield. In his analysis of the newspaper report submitted to President P. L. Thomson and sent to the membership, Mr. Harn points out that the committee in making the recommendation was obviously under a misapprehension. The increase in income under the proposed dues structure, he said, would be only slightly more than \$4,000.

### Did Not Intend a Large Surplus

"In the event," Mr. Harn said, "that at any time any division should produce an undue surplus the rates could be adjusted without changing the system. The dues committee was primarily interested in the method of assessing dues and not in accumulating a large surplus. There was indeed an attempt to provide a small margin over actual cost in order to provide for a promotion fund but not to the extent that the newspaper committee has inadvertently pictured."

Mr. Harn also takes exception to the committee's recommendation that "no director shall serve more than two terms in succession." He points out that if certain men in the past have served a long time it is because their constituents have re-elected them.

"If the board were self-perpetuating," he said, "a proposal to limit the terms might be a wise provision. But since the members can displace a director at the end of one term, why is it necessary to limit his incumbency to two terms?"

### Opposes Proposal for Re-organizing Board

Mr. Harn also objects to the committee's proposal for a reorganization of the board of directors. According to his analysis, the committee would have the board consist of twenty-five members as at present. Of these, thirteen would be advertiser or advertising agency members, seven newspaper members and five for all the remaining publishers' divisions.

the remaining publishers' divisions.

"Even if we assume," he said,
"that the agency representation
would be limited to four, as has
been suggested previously, this
would leave but nine advertisers to
twelve publishers. It would destroy what for twenty-one years
has been considered the psychological strength of the bureau, namely,
dominance by advertisers.

"Whatever may be found to be the necessities in one division to reduce the business-paper and farm-paper representation to one each is of very doubtful wisdom. With only one member of the board from the division that division would often be inadequately represented."

Action on the newspaper committee's report will be taken at the Bureau's convention in Chicago next October.

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## A Story of Bank Growth

Pittsburgh Survey Proves That Expansion Came in Proportion to Institutions' Advertising Outlay

### By Ivan C. Miller

Research Manager, Pittsburgh Sun-Telegraph

A T the end of the day the retail merchant chalks up the results of his advertising for that day. If crowds congest his store and the cash register tinkles rhythmically, all is well; it was a good advertisement. If a few lonesome shoppers wander through his store, and the cash register is stubbornly mute, all's wrong; the papers didn't pull. Wherever he may place the credit or the blame, the retail merchant can measure the results of his advertising.

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The tangible results from bank advertising are not so readily determined. If opinions are asked, the office boy may call his bank's advertisements "swell," or a v.-p. may deplore their lack of dignity, but no cash register tinkles out sales, and no crowds swarm the bargain counters. Although the true value of bank advertising is difficult to determine, results are nevertheless condemned with, "the papers don't pull."

In Pittsburgh an attempt was made to unearth an answer to the banker's persistent question, "Has my advertising paid?" A study was conducted to determine if possible the relationship between a bank's advertising and its growth, for it seemed that there must be some traceable reaction of the one on the other. Although the results of the study were convincing beyond expectation, it was still just a study, until confirmed by the bank mortality in the wake of the depression.

The twenty-four banks studied were all located in Pittsburgh's central business district, a small triangle of land between two rivers. The farthest distance between any two banks was four city blocks,

location was thus limited to a negligible factor in the measurement of growth. All banks were in the heart of the city, all equally accessible. Age was at first considered an important contributor to size.

At the time the study was made, however, only one bank was less than twenty-five years old, and most of the banks were old at the turn of the century. At the end of the year 1928, the last year covered by the study, three of the younger banks had far out-grown the oldest bank of them all, in defiance of its 118 years, and the youngest bank in the group had outstripped its neighbor, thirtyfive years its senior. The growth of these banks, measured in terms of assets, deposits and the amount of trust funds, apparently was not governed by age. The merging of banks should be a most important influence in determining the growth of a bank, and so it was found in this study. Always, however, when two banks merged, the feeble identity of some non-advertised bank was lost to a strong and welladvertised one.

### Hard to Find Data on Advertising

The data for determining growth were readily obtained from the published statement of condition, but a dependable record of each-bank's advertising was not so easily found. No bank could be expected to exhume its musty old files, even if a record of advertising had been kept throughout the period studied. It was finally necessary to measure the advertising of each bank in the newspapers on file in the Carnegie Library. The contemplated task

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# APPETITE

Like ALL of Minnesota's Farm Hands PUT TOGETHER

THE food that Minnesota eats, \$162,000,000 worth annually, is of prime interest to any food-product manufacturer.

Yet there is another even more important group of customers in New York, whose appetite is larger than all of Minnesota's rolled into one. . . .

The solid substantial New Yorkers in the 600,000 homes where the NEW YORK EVENING JOURNAL is, and always has been, the preferred evening paper, year after year.

With their patronage, scores of manufacturers have succeeded. Without it, no one can hope to get all possible profit from New York.

# NEWYORKADOURNAL

THE NECESSARY NEWSPAPER

TIONALLY REPRESENTED BY HEARST INTERNATIONAL ADVERTISING SERVICE RODNEY E. BOONE, GENERAL MANAGER

July 25, 1

of measuring each bank's advertisement in each paper, every day, for eighty years was reduced to a minimum by sampling—which proved that data for six two-week periods, staggered every other month, yielded accurate results.

There were many banks in the central business district that came and went between 1850 and 1928. Whether merged or closed a record was kept for every bank, and the resulting data plotted into curves. Cold figures, dry data—the statistician's bloodless tbols—but how they come to life when plotted, what colorful history they unfold. One bank whose career ended before 1928 shouldered ahead of most of its competitors, acclaiming its forward march, year by year, with consistent advertising.

### Deposit Curve Followed Advertising Curve

Well established as second largest savings bank, and still growing, this bank whittled away its publicity costs, and no doubt effected a current saving as down went its advertising curve. For several years all seemed well, then the deposits curve followed the advertising curve. Advertising was revived, but the avalanche had gained too much momentum. The bank was closed, and although the cold data do not reveal the fact, among the liabilities were the deposits of thousands of school children.

A smaller bank, one that has proved through the years to be the most consistent advertiser, assumed this quarter-of-a-million-dollar liability. Pittsburgh children must not pay a penalty for their thrift; this dramatic step netted invaluable front-page space and a five-milliondollar increase in deposits the Though twenty following year. years have passed, many of these school children are important customers of the bank today, and the School Children's Department of the bank is the largest in the country.

Another well-advertised bank grew until it ranked as high in public opinion as in size among the larger banks. Some ten years ago one of the older employees

was retired from a position of arduous duties to one with lesser responsibilities. This old faithful watchdog of the bank was made advertising manager. Just a few years ago this sincere old man boasted that during his years of service as advertising manager, he had saved his bank fifty thousand dollars on newspaper advertising alone. There is no doubt that Old Faithful sheared fifty thousand dollars from the incomes of the newspapers through those years, but it is a grave question how much the bank saved. A bitter run closed the bank soon after this remark was made.

More than one bank coasted complacently without the aid of advertising, until some unexpected event distorted the balance. Only then was advertising called upon to perform a miracle, and failing, was condemned. Among the first banks to be washed away in the tide of the depression was one of the oldest. This bank was small in spite of its ninety years—a dignified, ultra conservative institution, too self venerated to sully its code of ethics with a debauchery of advertising-too proud to commercialize a noble name, until with its dying breath it screamed from the printed page a strength and security it did not have, invited a run, and the end. Often a mad splash of advertising by a non-advertising bank heralded the closing of its doors. Again and again through the history of these Pittsburgh banks appeared the warning, "Advertising builds better than mends.

### Tabulation Goes Back to 1850

The tabulation started with the year 1850, and the collected data were plotted for both advertising and growth. For the first forty years the plotted curves were lifeless, but after 1890 both sets of curves weiggled up in vigorous ascent. Not every bank's curve was animated, of course, for they ranged from prone to almost upright—the upward tilt of each bank's growth curve proportional to its volume of newspaper apace! There were exceptions, and excep-

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# The 677,000 Net-Paid Circulation

of The Sunday Inquirer goes into far more homes than ever before received any Philadelphia newspaper . . Morning, Evening or Sunday.

The Philadelphia Inquirer, Daily and Sunday, with a total circulation of almost one million . . with the lowest milline rate in the city . . . reaches the greatest number of prospective buyers of your goods in the rich Philadelphia market and reaches them at the lowest advertising cost.

# The Philadelphia Inquirer

"PENNSYLVANIA'S GREATEST MORNING NEWSPAPER"

NEW YORK H. A. McCandless 80 East 42nd Street

CHICAGO
Guy S. Osbera, Scolaro
& Meeker, Inc.,
360 N. Michigan Avenue

DETROIT Guy S. Oabern, Scolare & Meeker, Inc., General Muturs Bidg. BOSTON
M. L. Tyler
80 Boylston Street

ST. LOUIS . C. A. Cour Globe Democrat Building

SEATTLE — SAN FRAN-CISCO—LOS ANGELES R. J. Bidweil Co.



# FINGER IN EVERY DIE

He hangs his hat in a food company office...but his activities carry far beyond the limits of those four walls.

He buys from the farmer, sells to the chains, and feels it when anything happens to either. He's an advertiser, a shipper, an exporter, an importer, a taxpayer, a debtor, a creditor, an investor...all rolled into one.

For short they call him an executive.

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Strange to say, until 1929, this most important figure in American business had no one publication dedicated expressly to his needs for interpreted businessnews. Vertical trade papers served men in specific grooves. Horizontal business papers appealed to everyone from big executive to small-town merchant. General magazines offered a well-rounded diet of news for the whole family. But not one publication could rightfully call itself "The Executive's Business Paper."

Business Week was established to fill that void.

25

Today Business Week keeps over 90,000 key executives in touch with what's happening around them... with the timeliness of a weekly, with the "whatdoes-it-mean-to-my-business?" angle always up in the headline.

Today, too, Business Week keeps advertisers in touch with these key executives . . . with a hand-picked circulation that guarantees more executives per advertising dollar than any other publication.



The Executive's

Business

330 W. 42 STREET **NEW YORK**  tions spoil conclusions. When, however, the National Banks were compared in a group separate from the other banks, each National Bank's growth curve aligned itself in direct proportion to that bank's newspaper space.

The discrepancies that still persisted when the State Banks were treated together were only eliminated when these banks were regrouped according to the aim of the bank as disclosed by its advertising. Some banks were apparently interested most in selling various trust services, others in encouraging deposits and general banking service. Grouped accordingly, growth and newspaper space were proportional.

The total volume of advertising did not keep pace with the total growth of all banks. A saturation point was reached as eleven papers were, through a period of years, merged into three. This could be expected, for, not only did the merging bring a consequent increase in the cost of space, but a corresponding increase in the advertising effect of the single medium.

Any one of three conclusions can be derived from this study, and they all have virtually the same meaning:

1. The banks in the Pittsburgh business district have grown in direct proportion to the volume of their newspaper space.

As the banks grew in size they recognized the value of advertising and could better afford to maintain their space at large and consistent volume.

3. Each bank's growth was proportional to the astuteness of the management, which astuteness recognized the worth of advertising.

The value of institutional advertising can best be measured in times of distress, for then confidence. nursed through the years by advertising, is often the bank's most valued asset. Roll call of the twenty-four business district banks after the bank holiday showed a mortality and survival consistent with the expectations from the previous study. These banks in 1928 fell naturally into three groups, those whose advertising was little or none, those with a range near and an average of sixty inches per week, and those whose average space was 150 or more inches per week.

Of the nine banks whose advertising was little or none, eight were closed or passed to a conservator. Of the nine banks in the second group, whose advertising averaged sixty inches per week, one was merged just before the holiday, one was closed and a conservator ap-pointed for two. These two have since merged and re-opened. The one bank in this group that remains closed has so far liquidated more than 70 per cent. None of the six banks in the top group was greatly affected by the depression, in fact they flaunted their strength by remaining open Saturday, March 4, 1933, when the banks in every other city in the State were closed.

# Offers Advertising Loans

A NORTH CAROLINA bank made advertising history recently. Newspaper space was used by the Wachovia Bank & Trust Company (that name has led to much good-natured comment on its similarity to "watch over you") to tell manufacturers that a good use for banking credit is more aggressive selling and advertising.

The first paragraph of the copy said, "A soundly planned bank loan often enables a company to push its goods aggressively just when the market is 'ripe'—by increasing its selling efforts by extending its advertising, by re-styling its product or adopting a more modern package."

This unusual copy brings to a head a situation which many observers have been commenting on recently. Banks have plenty of money to lend. Congress passed a law which enabled those local banks to issue guaranteed loans,

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ANOTHER USE FOR BANK CREDIT!

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WACHOVIA

and also enabled the District Federal Reserve Banks to make direct loans to industry—in many cases to manufacturers who had been turned down by the local banks.

In this new attitude toward credit on the part of the men who have their vaults bulging with money, which is so well exemplified by the Wachovia Bank & Trust Company, there is much good news for manufacturers. There was a time when the average commercial bank looked upon a borrower with a fishy eye considering only how much his plant would bring under the hammer. Sound management, a new product, a better package, the ability to go out and capture new markets and so earn money

--none of these things was considered sound collateral. Machinery, buildings, real estate, quick assets as the sheriff saw them, were all that counted.

The present attitude on the part of the RFC and the Federal Reserve System and the important member banks of that system puts it up to the smaller manufacturer; for it is the medium-sized and smaller manufacturer that the law is most anxious to help. The Federal Reserve Banks in every district have been doing some business but the number of good borrowers are not as numerous as they might well be.

There is potential business ahead. As the Wachovia Bank & Trust Company says, ideas and selling are just as essential to the operation of a company as the machines that manufacture the goods, and final consumers who are impressed by the product are even more essential than goods to be sold—for goods can always be supplied wheneager buyers are present.

The fact that this particular advertiser is situated in Winston-Salem may have something to do with the unusual copy slant. Certainly bankers, as well as the ordinary run of citizen in that city, must have been made conscious of the fact that advertising can produce sales by the example set for them through the consistent advertising of the R. J. Reynolds Tobacco Company.

#### With Soap Lake Products

D. W. Gove, formerly advertising manager of the Golden Glint Company, Inc., Seattle, has been appointed secretary of the Soap Lake Products Corporation, of that city. Soap Lake Products have undertaken a radio and newspaper advertising campaign for several new health products.

# Wilgar to Montreal "Gazette"

Alian B. Wilgar has joined the Toronto office of the Montreal Gaseste. For the last five and a half years he has been Eastern representative of Western Business Papers, Ltd., a division of the Stovel Co., Ltd. Mr. Wilgar succeeds L. C. Powell who has joined Cockfield, Brown & Co., Ltd.

### "Industrial Power" Appointment

C. W. Garrison, formerly a director and account executive of Freeze-Vogel-Crawford, Inc., Milwaukee agency, has been appointed assistant general manager of Industrial Power, St. Joseph, Mich. He was at one time with the McGraw-Hill and the Simmons-Boardman publishing companies

# Morford Joins "This Week"

Annan W. Morford, for the last twelve years in charge of advertising promotion on Collibers, has joined the advertising staff of This Week, New York. Mr. Morford, previous to joining Crowell, had been advertising manager of the United Fruit Company's Great White Fleet Cruises.



# CLIENT OR NO CLIENT OW COST OF CON YOU'RE ALL WET.

All wet, am I? Why, you big . . .

But Holy Mackerel, Bill! Here I bring you one of the best food buys in the country, and you sit there making dumb remarks like that!

But, George, you've got to admitit is a Home magazine.

And where, sweetheart, do you think the kitchens are? And the big fami-

lies? And the fat pocketbooks? Anothey'd do that the big grocery bills? I'll tell you dome was ringi where they are—IN HOMES.

Sure, but everybody has to eat.

Listen! If you ran a grocery ston who'd be your best customers? Su nographers? Old maids? Kitchenet couples? Restaurant eaters? You BE they wouldn't. Your best customer merica's No.

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rould be married women with IOMES to run and families to feed ... women whose big interest is IOME.

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but, nothing! This book goes to smilies that are getting up three big meals a day. 600,000 families with ig appetites to satisfy. Why, The American Home devotes more space to recipes than any one of the six somen's magazines. I tell you, Bill, is a natural for food products.

# Vell, you may be right, but . . .

May be right? I am right! You just lon't know what results food adverisers are getting out of The Amerian Home.

Take BORDEN'S. Last year they used 42 magazines. The American Home ranked among the first five in low cost of coupon returns.

heir American Home appropriation very year since 1933. This year they're spending more than twice as much as when they started. Think? An they'd do that unless The American Il yo Home was ringing the bell?

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# No, I suppose they wouldn't . . .

And that's the reason people like Standard Brands and Corn Products, and Bon Ami, and General Foods, and Dole Pineapple, have stepped up their 1935 appropriations in The American Home. Here . . . take a squint at the grocery sold products advertised in The American Home. . . .

EAGLE BRAND CONDENSED MILK . BORDEN'S GOLDEN CREST . KARO . OLD DUTCH CLEANSER · FELS NAPTHA SOAP . QUICK ELASTIC STARCH . LARVEX . CERTO . DOLE HAWAIIAN PINEAPPLE JUICE . HEINZ EDITO-RIAL COPY . HEINZ SPAGHETTI . HEINZ SOUPS . HEINZ TOMATO JUICE . JONES DAIRY FARM . KELLOGG'S BRAN . MAGGI SEA-SONING . SHREDDED WHEAT . DEERFOOT FARMS . SHEFFIELD FARMS . SCOTT TISSUE . SCOTT TOWELS . SANI-FLUSH . FLIT . ROYAL BAKING POWDER . ROYAL CHOCOLATE PUDDING . SUN-MAID RAISINS

If your product is for the home or for use in the home, sell it in the magazine that reaches people who have homes, love their homes, spend money on their homes.

American Home

merica's No. 1 medium for advertisers who sell anything for the home



# Just Before the "B. H."

The only newspaper that reaches Detroit women just before "B. H." (baking hour) or (buying hour), is The Detroit Free Press. While foods are being prepared, while shopping trips are being planned, this newspaper is the only Detroit newspaper that's right there to suggest. The only morning newspaper in America's Fourth Market offers you much . . . very much that is best in sales-making opportunities.

# The Detroit Free Press

1831 ON QUARD FOR MORE THAN A CENTURY 1935

VERREE & CONKLIN, Inc., National Representatives

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# Merchandising News from a Million Kitchens

Before a conference of home economists in Chicago Miss Robertson expounded the gospel of homely, reason-why copy—leaving nothing to the imagination of readers—and making a product to fit the needs of the people who will buy it. The examples cited happen to be taken from the electrical appliance field; but any manufacturer of a product reaching the home market may read with profit this portion of Miss Robertson's remarks.

# By Kathleen Robertson

Associate Editor, McCall's

ONE thing that has struck me is the consciousness most women have for the proper kind of surface utensils. They may not have them, but they are apologetic for the lack. However, I am equally impressed by the total lack of information concerning the relation between different kinds of baking pans and baking temperatures. I have seen more food products ruined from this cause than from all others put together.

It seems to me that this is a subject that can stand more stress. Unless I have failed to see some of the newest editions, the instruction books of range manufacturers, generally, fail to make more than a casual mention of the importance of bright pans in baking. I remember going on a call in Buffalo in the Italian section. A customer was an Italian woman, possibly sixty-five, who spoke scarcely a word of English.

I would like to describe the house. I can tell you every piece of furniture in it, on the lower floor; living-room, one upright piano, one suite "upholstered furniture"—divan, two chairs, and that was all, not a picture, no curtains. In the dining-room there was even less—a large radio, and literally nothing else.

The kitchen was another story; a table-top electric range, a large electric refrigerator, good cupboards, most modern type of sink, table and chairs. It was quite evident that the family lived in the kitchen.

The complaint was, having trouble with her bread baking, and you know how proud Italians are of their bread. When we arrived she was just taking a batch from the oven, beautiful on top and charred on the bottom. It was quickly evident what was wrong, as she had kept lowering her baking temperature until she was using 325 degrees. She was using the pans that she had used in her old coal range and they were made of japanned black tin.

The home service girl explained to her what was wrong, that the black tin absorbed the heat and that if she used bright utensils they would reflect the heat. The customer got the point quickly enough, pointing to her percolator, nodding, and saying—"aluminum." So, the home service girl went out to Mr. Woolworth's and bought two bright tin pans and gave them to the customer. A week later when she returned, the customer was using all bright tin pans, had raised her oven temperature, and her bread was a huge success.

We have also found a fairly general dissatisfaction with the size of modern ovens. All families do not keep to the modest allowance of two children. And it is large families, with relatively more limited budgets, who used to take advantage of oven meals and "cooking once for two meals" from the standpoint of both economy and time saving. Yet repeatedly women in every district we have visited have complained that the ovens are too small to permit their taking full advantage of all their advertised virtues.

#### How One Pennsylvania Family Does Its Baking

In Pennsylvania for instance, in a small town, not more than thirty miles from Pittsburgh, I went with a home service girl on an installation call, on a new less expensive electric range. The household was obviously the kind that did its own The home service girl asked the customer what temperature she was using for baking bread. The customer looked at her in amazement and said: "I never bake bread in my electric stove-I always use my baker." We looked at each other then at the woman and finally said—"baker?"—she said, "My baker, I'll show it to you." She took us out to the yard and showed us a huge brick oven which she had had built within the year when she moved to this

In it she could bake fifteen loaves of bread, five pies, and three pans of rolls. Why, indeed should she bother with a sixteen-inch oven. Incidentally, I asked her how she could tell when the temperature in the oven was right for baking. She said quite seriously—"I put my hand in, and when I can hold it there while I count sixteen, I know the temperature is right." I didn't dare confuse the situation by pinning her down to the tempo of counting.

Of course, such bakings are rather excessive and yet there does exist a tremendous class, especially of laboring people, with appetites as yet unattuned to city skimpiness.

as yet unattuned to city skimpiness. And don't think that they are not a market for electrical equipment. Our observation is that the kitchens of America are, largely speaking, the best looking rooms in its houses. This is probably because the kitchen, being still the heart of

the home workshop, is equipped primarily for work, with good looks taking a secondary and usually an incidental place. But the working units-range, refrigerator. sink, cupboards, are more or less standardized in appearance and have at least a functional beauty of their own, so that no assortment can go far wrong. Which cannot be said for casual Grand Rapids furniture assortments. In the poorest homes, in the foreign section of Jersey City and Buffalo, in mining towns in Pennsylvania, in the quarters of Atlanta, and on Minnesota farms, there is equipment of a quality and quantity seemingly out of all proportion to the rest of the set-up.

I feel another story coming on. This one was told to me down in Georgia, so I cannot vouch for it from my own experience. You no doubt know that the mountaineers are still suspicious of "furriners" -so when there is a call for a home service girl to go to those secluded districts, the lineman, who is always a native, goes out one day and says-"I am bringing a friend of mine out here tomorrow, and I want you to be nice to her." The next day he brings out the home service girl, and says "This is the friend I spoke of, and I want you to treat her right." So all is serene.

## A House That Had Two Walls and a Roof

On this occasion the home service girl rode with the lineman as far as she could, and then got on a mule to finish her trek. When she got to the appointed place, she was slightly surprised, used though she is to incongruous settings, to find a house consisting only of two walls and a roof. She said to the owner: "I was told that you had an electric stove here that doesn't work, but I don't see it." He re-plied (but I shall not attempt the dialect): "Yes, Ma'am, right here." and from a huge mountain of sacking he uncovered a large, latest model table-top range, and from an even greater mountain beside it, he uncovered a large electric refrigerator.

The home service girl said:

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"What seems to be the trouble?"
"Well," he said, "evvy time the
old 'oman turns the switch, she
lands out in the bushes." Miss Blank
said: "Oh, come, come, that can't
be so." She then turned the switch
and she landed out in the bushes.

She picked herself up and dusted herself off, and tried to pretend that was the way electric stoves acted if they didn't like one. She looked around then more carefully and realized that there was no floor, that both range and refrigerator rested on an uneven wet clay. So, she asked the customer when he thought he would get the other two walls of his house and the floor in.

"Well," was the reply, "at the next haulin' we should get the walls in, and at the next haulin' we might put the floors in." I gathered that haulin' means the tobacco crop. Faced with such serene indifference to time and tide, Miss Blank displayed an inventiveness that is characteristic of home service girls. She sent the children down to the crick to get some flat stone, and before she left, the old oman was safely preserved from further unceremonious disposals among the bushes. When this story was told to me, I asked Miss Blank how on earth people of that type get credit for equipment so relatively expensive. She said, "Credit? They have no credit. They paid spot cash."

Apparently as soon as there is a little spare cash floating around, the American woman thinks not in terms of a new overstuffed "suit" of living-room furniture on which to rest her weary bones, but rather in terms of some kind of electric appliance that will keep her

bones from becoming weary. This being so, it seems to me only fair to treat the consumer as an intelligent person, with problems that are her own. I think it unfair to tell a woman that she can iron shirts and children's dresses more quickly on an ironer than by hand. Experts may be able to, but homemakers have too many trades to permit them to be expert at all. Of course, in refutation of my own argument, I remember the woman in Pennsylvania who ironed eleven shirts on her ironer in seventy minutes but got hideously involved in sheets she tried to put through without folding. Nevertheless, I think there would be fewer women disappointed in ironers if they were told frankly that the time-saving would occur on flat work but the back saving would occur on all the ironing.

And there would be pleasanter feelings about mixers with light motors if women were told they would do a grand job on ordinary cake batters but for heaven's sake to lay off fruit cakes. And that goes, for a different reason, for pastries and biscuits. Just because a machine is admirably versatile is no reason for making it a jack-of-all-trades.

I have enough faith in the intelligence of American women to believe that if they, as purchasing agents, are offered equipment that will relieve them of definite jobs not tricky jobs, but jobs that occur with heart-breaking monotony day after day—with an honest statement of honest work performed, their importance in a rising consumers' market will be obvious to the entire electrical industry.

## Harold F. Clark, Promotion Manager, "True Story"

Harold F. Clark has been appointed promotion manager of True Story Magazine. Mr. Clark was formerly promotion manager of the Macfadden Women's Group.

## J. Strickland King Dies

J. Strickland King, for eighteen years in charge of the New York office of the National Petroleum News, died recently at New York.

#### O. Q. Hinds Joins Caterpillar Tractor Company

O. Q. Hinds has joined the Caterpillar Tractor Company, as special road machinery representative. He was at one time sales manager for the Ryan Manufacturing Corporation, Chicago.

## Names Mogensen

M. C. Mogensen & Company, Inc., San Francisco, has been appointed national advertising representative of the consolidated Lodi, Calif., News-Sewinel.

# **Publishers Win Amendments**

LED by Jerome D. Barnum, its president, the American Newspaper Publishers Association has won its fight for the introduction, into the Administration's AAA bill, of two embattled amendments.

On Monday of this week, Senator Augustine Lonergan, of Connecticut, offered the two amendments; and the Senate approved them without record vote and virtually without debate.

The first amendment reads:

No order shall be issued under this act prohibiting, regulating, or restricting the advertising of any commodity or product covered herein, nor shall any marketing agreement contain any provision prohibiting, regulating, or restricting the advertising of any commodity or product covered by such marketing agreement. The second, exempting newsprint from processing taxes, reads as follows:

Provided that no such tax shall be levied upon the processing of any commodity into newsprint.

For weeks, Mr. Barnum and Secretary Wallace had been arguing by mail, the publishers' president insisting that the bill opened the way for harassing advertisers and for taxing newsprint, and the Secretary insisting that on neither count was protective amendment necessary.

Said Chairman Smith, of the Senate Agriculture Committee: "The amendments are appropriate in view of fears expressed that the Secretary of Agriculture could regulate advertising or restrict cer-

tain kinds of paper.'

# Parts Men Fight "Monopoly"

THE NRA is gone. But still arises the cry: "Regimentation!"

Up in protest comes the Motor and Equipment Wholesalers Association, whose members, all "independents," manufacture replacement parts for motor cars and trucks.

Says the association: An amendment proposed by Senator Vandenberg of Michigan, to Senate Bill S. 3047, which covers copyrights, "is a distinct threat to the independent manufacture and distribution of replacement parts and, if adopted, will have a pronounced effect toward monopoly in the automotive after-market."

W. R. Penney Now in Car Card Field

The Pacific Railways Advertising Company has appointed W. R. Penney as Los Angeles manager. He formerly was with the Los Angeles Times and for ten years he was advertising director of the San Francisco Call-Bulletin.

Specifically, the independents charge that the bill would:

- Permit the manufacturer to copyright the various parts of a motor vehicle and thus control their manufacture and distribution;
- Impose upon independent producers and distributors an injustice and a disadvantage;
  - 3. Result in litigation;
- 4. Jeopardize the independents' investements;
- Tend toward the creation of a monopoly in the after-market; and
- Add nothing adequate or necessary to present laws.

Dates Set for Boston Conference on Distribution

The seventh Boston Conference on Distribution will be beld at the Hotel Statler on September 23 and 24. The two major themes will be "Distribution and the Consumer" and "Government Policies and Distribution."

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USINESS keeps steadily growing in the National Capital according to the official figures of the Federal Reserve Bank of the Fifth District issued for June, 1935. Taking the department store volume as a basis, the Washington stores increased 10.9% over June, 1934, and for the 6 months from January to June 30, 1935, inclusive, the increase was 12.1%.

> The comparison shows Washington as especially busy. The 58 department stores in the Fifth District show an average gain of only 5% for June, 1935, over June, 1934; and 531 stores throughout the United States reporting, showed only a 4% improvement for June, and with only a 2% improvement for the first 6 months of 1935.

Here is another prosperity straw:

New cars registered in Washington for May, 1935 were 45% greater than for May, 1934—meaning that 3323 new cars were registered against 2294 for a vear ago.

And this outstandingly busy market is thoroughly covered by ONE newspaper



Chicage Office J. E. LUTZ Lake Michigan Bldg.



# **Tropism**

Wherein Is a Practical Suggestion for Answering Current Criticisms of Advertising

THE CRANE-HOWARD ORGANIZATION CLEVELAND, OHIO

Editor of PRINTERS' INK:

Since much of the criticism of those who are engineering the "Consumer Revolt" against Advertising centers around belief that advertisers have developed too good a technique—using psychological laws too successfully—maybe you'll see a new slant in this suggestion:

In that jewel-like bit of printing called the "Phoenix Flame," the house magazine of the Phoenix Metal Cap Company, there is in the June issue an article by Dr. A. M. Allen, medical director. (I have never heard of him—should

I have?)

Modestly opposing the theory of the "survival of the fittest" he says that not strength, size, virility or similar physical fitness determine survival, but adaptability. Thus:

Adaptability to environment, which is just another way of designating sensitivity to tropism, is the major factor in evolution.

Then he cites Darwin's reference to Egypt where in 4,000 years of record there have been no great changes in plants or animals, and says:

It is my conclusion that these plants and animals had well adjusted themselves to the tropisms which influence the dimensions, aspects and habits of such organisms... and as there has been no change in environment, there has been no change in tropisms—and consequently no change in development.

I contribute the italics because it seems to me these words hold an excellent thought for advertising. By our tropisms we are cultivating a greater and greater sensitivity in

these organisms ("consumers" to you!) and thereby contributing to Evolution. Certainly we all know what happens to the glory of an Egypt—in fact to any civilization—when it stops changing and developing. Perhaps then it is the mission or function of Advertising to SPEED UP evolution or change in environment—producing a greater turnover of ideas and habits than the world has ever experienced.

We have all felt sure of our economic mission—despite the misgivings of students who still go back to Victorian principles of political economy. And now, maybe we will begin to see we have a place in Anthropology as well—making the world safe from 4,000 years of standing still—the fate of Ancient Egypt and her fellaheen!

Carrying out his thought that it is the degree of sensitivity to environment (my ital-p'lease) that enables an organism to survive, the good doctor points out that "all earlier forms of life were and are the strongest, most virile." (Page the dinosaur and mastodon for me!) He says as we progress up we find the going harder and harder, and cites our horticultural masterpieces today, all of which are far more susceptible to weather and insects than the "wild" prototype. And get this:

Primitive man could and did survive under conditions and circumstances which would have been promptly fatal to his modern descendant.

But primitive man was not sensitive! He points out that in this process of evolution NOT EVERYTHING IS IMPROVED, but only some gains made, at expense of others. Thus it is survival of the most adaptable, not survival to the most fit. His conclusion is that Evolution (survival) is the result of response to environment.

My suggestion is that instead of

it



# 6,636

- It does not take a lot of fancy writing to state facts. So we say to you that
- 3,577 readers tell us they are thinking about a cruise somewhere in 1935.
- 2,058 others say they are going abroad.
- 1,001 more say "some kind of a cruise," weekend, West Indies, California, South America.
- You can't take a "sail" without money.
- You can't buy dresses, shoes, coats, handbags, trunks and bags without money. In other words, to take any kind of boat anywhere, you have to have money.
- 6,636 × the cost of tickets for one or more members of a family mean purchasing power—something well beyond seven figures in the case of these Scribner homes.



# EVEN THE BEST FICTS FROM ASSOCIA WI



Picture courtesy of Georg Jensen

TIME

# TICTS GAIN IN PRESTIGE IN WITH A FINE STORE

And your advertisement in TIME gains something very tangible from its TIME environment of all-the-news-of-the-week, forcefully written for intelligent readers.

all being in such a fluster over the current criticism of advertising. we simply listen carefully, appraise it for facts, then quietly go back to our neglected drawing boards and copy pads, study our charts, test our words and themes and do an even better job of tropism. Get back to our original PRINTERS' INK standard-Truth in Advertising and add to it common ordinary Decency and hope in time to include the most subtle of all elements in consumer advertising-Good Taste. In other words let us profit by the criticism-not be scared by itclean house-but refuse to be routed because someone shakes a fist and shouts "Tropism!"

For if Brother Pitkin is right we'll need even more tropism to get back our 60-64 million "extraeconomic Americans, outside the money and profit system". and willing to stay out, on subsistence.

And on the other hand if the authors of "Partners in Plunder" are right (Matthews & Shallcross) we not only must not advertise even the truth (and still less must we use display or personal salesmanship for fear of influencing the consumer) but we must stand by and let our business civilization recede into mediævalism or worse until we see our American living standards replaced by the fellaheen stripping the blocks from the Great Pyramid-or tearing down the Empire State Building or Hoover Dam that last would be fate's ironic salute to the Great Engineer, who possibly started all this back in 1922 with his pleas for Standardization!

CAROLINE W. CARTER.

#### Caldwell and Clements to Publish "Radio Today"

Radio Today, described as a "new type of radio magazine for everybody in the radio industry and trade," will in the radio industry and trade," will begin publication with a September issue. It will be published by Dr. Orestes H. Caldwell, who will be editor, and M. Clements, who will be publisher. An office has been opened at 480 Lexington Avenue, New York.

Dr. Caldwell, a former Federal Radio Commissioner, and Mr. Clements were the founders of the McGraw-Hill publications, Radio Retailing and Electronics with which they have been associated until recently.

until recently.

Radio Today, according to Dr. Caldwell, will be 's central industry organ of radio, serving as a clearing house for all information of importance to all the diversified business groups and workers who now supply the public with broad-casting, radio sets and radio service."

### Self Joins Pettinger, La Grange

Edwin B. Self, for five years head of Edwin B. Self, Inc., Chicago, has joined Pettinger, La Grange, Inc. Indianapolis agency, as account executive. He was formerly in charge of sales promotion and advertising for the Dayton Rubber

## "Times" Names Schumann

Charles Schumann has been named charles Schumann has been named acting fuancial advertising director of the New York Times. Mr. Schumann has been an account executive with Doremus & Company, New York, for the last nine years. George A. Wells is financial advertising manager.

#### Florida to Seek \$500,000 Advertising Fund

A \$500,000 fund to advertise the advantages of Florida to the entire Western hemisphere will be sought by a committee of twenty-four men named by Governor Sholtz, following a recent

Governor Sholtz, following a recent State-wide conference.

Governor Sholtz has appealed to the citatens of the State to each contribute 10 cents toward the fund the rest of which will be sought from hotels, real estate firms, railroads, etc. The governor himself heads the committee to raise and administer the fund. C. H. Overman, Bagdad, is vice-chairman and R. G. Grassfield, of the State Chamber of Commerce, is secretary.

The purpose of the advertising will be not only to seek more tourists but to bring people to the State to establish homes and industries.

#### Forms Ferry Screw Products

E. W. Ferry, formerly vice-president, treasurer and secretary of the Ferry Cap & Screw Company, Cleveland, founded by his father, has organized the E. W. Ferry Screw Products Company, of that city, of which he is president. Associated with him will be G. S. Tighe, formerly of the Russell Iron Corporation, who will be sales manager.

#### Summer Golfers Elect

At the annual meeting of the Summer Advertising Golf Association held at Fishers Island, John J. O'Donnell was elected president; Howard E. Spaulding, J. A. Travera, and L. Eldridge, vice-presidents; and Ray G. Maxwell, secre-

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ANDERSON

Editor of

The rec terview\* out in th merchand tising se stressed. fetish wit that is a the most, it is least

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<sup>\* &</sup>quot;An terview b W. Hobb Inc., PRI

# **Functions of Agencies**

Two Letters Disagree with Mr. Hobler's Views on How Far Merchandising Should Go

ANDERSON, DAVIS & PLATTE, INC. NEW YORK

Editor of PRINTERS' INK:

The recent Atherton Hobler interview\* gets a ticklish question out in the open. Undoubtedly the merchandising angle of an advertising service has been overly stressed. Indeed, it has become a fetish with many agency people, one that is apt to be over-emphasized the most, where the capacity to give it is least.

Nevertheless, I feel that the title and the general implications of the interview go a bit too far in the other direction. If the title had said that advertising is "An Agency's First Function" instead of its "Real Function," then I think any reasonable proponent of the merchandising phase would agree

wholeheartedly. As to the implications in the main article, I get an impression, first, that merchandising is no legitimate part of an agency's service. And second, that an experienced advertising executive with a 100 per cent agency background is usually competent to deal with merchandising collaterals which may make or break an advertising campaign. It is on these two points that I offer

a mild rebuttal.

It is hardly necessary to discuss the frequent and legitimate need, by many clients for competent and experienced merchandising and marketing advice, The question, then, is whether or not this need should be supplied by the agency. As I see it the only practical answer is "yes" provided that need directly affects the efficiency or cost of an advertising campaign, or prevents a potential advertiser from the profitable employment of ad-

vertising. If the answer be "no," then to what organization shall the advertiser turn which has the inherent scope and perspective of a good agency, or its opportunity for continuity of service?

I can think of no non-advertising organization which has equal facilities, equal potentials, or so rich a stake. Nor does it strike me that the maintenance of a competent merchandising service is at all inappropriate to the historical trend and development of agency service. In scope and variety agencies have come a long way from the early days of white space brokerage. And it is hardly conceivable that this trend will, or should, decline.

#### Question Is One of Adequate Service

Admitting then, that advertising is beyond question, the first function of an agency, I maintain that it must not risk the delegation of important non-advertising collaterals which safeguard the advertising investment. Assuredly many clients will continue to look for an advertising service which includes these related merchandising and marketing angles. This is equivalent to saying that many agencies will continue to offer them. The real question is whether they will be able to deliver them adequately and profitably. To do so profitably is simply a matter of selling a needed service for what it is worth. To deliver an adequate service is something else.

Having come into advertising from sales management what I am about to say is manifestly biased and, therefore, subject to some discount. But I sincerely believe that a 100 per cent agency background is not rich enough in practical experience to diagnose, interpret, and cure a serious merchandising maladjustment. I do believe that most agency-trained executives have or acquire the merchandising instinct.

<sup>&</sup>quot;An Agency's Real Function," an interview by B. A. Grimes with Atherton W. Hobler, president, Benton & Bowles, Inc., Paintess' Ink, July 11.

Just so, many sales executives have the advertising spark. But until each has mastered the other's technique and has been completely responsible for the execution of projects there can be no authoritative experience. And sideline experience is too vicarious to rely on when important expenditures are at stake.

Of course there are rule-proving exceptions. Top-notch agency heads usually start by being good business men. If for a long time they have been identified with an industry, its personalities and its problems they will develop authoritative knowledge out of experience. But we are discussing the rule, not the exceptions. And the versatile nature of most account executives' jobs utterly precludes anything like product concentration.

So much for the two points at issue. Perhaps I can do no better than to rest my case on one of the situations developed in the interview. After describing an extended and expensive period of fumbling and fruitless advertising. Mr. Hobler says, "Both client and agency finally decide to 'Face the Music' for they now agree that there must be some fundamental merchandising handicap that advertising alone cannot overcome. When this handicap has been found and removed, in the cases I have in mind, it has been found that sound advertising will function just as well, or even better than it did in the past." (The italics are mine.)

#### Merchandising Analysis Should Precede Advertising

It is not clear who found and removed the "merchandising handicap." The implication is that the original agency did not. If it had had the merchandising experience and capacity to do so, I believe it would have first satisfied itself that the merchandising tracks were clear before letting the client in for extended delay and barren advertising. To the experienced merchandiser these situations are not only common, but they give off an odor like an abattoir on a hot day. And it is a fairly safe assumption that someone with this type of experience finally cleared the log jam

in the typical case referred to in the Hobler article.

This being strictly a commentary on the specific points of a specific interview, I am going to stick to the subject. But it is a temptation to avoid "going constructive" to the extent of recommending a remedy.

FRANK R. GOODELL, Chairman.

# WALTER DAILY, INCORPORATED CLEVELAND, OHIO

Editor of PRINTERS' INK:

Mr. Hobler's article was interesting even though some of us do not exactly agree with it.

It seems to me to be too limited in requirement—but, of course, this is only our opinion, and as a friend of mine used to say, "It would be no novelty if I were wrong."

I've been on both sides of the fence, agency and advertiser, and believe that the present-day agency must go beyond advertising and become helpful in merchandising, sales promotion and publicity. Just for fun, I'd like to ask, "How many advertising agencies could take over the client's sales promotional job?"

First of all, I believe that the agency which confines itself to pure advertising as such, without considering the important activities of sales promotion and publicity is not rendering a real service. There is a more or less prevalent belief among experienced advertising people that magazine space is one of the easiest things to do-important though it is. And this belief has permeated to some degree to advertisers. Some kind of "cloud" has been built up through the years by agency people to the effect that ideas are scarce—yet few have seen many original ones in the last ten years. There is, of course, much more to good advertising than ideas.

Then again, few of us have ever seen a really successful advertising account that did not have a strong advertising or sales promotion manager (or both) in the chair. In other words, there must be much

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A view of the packed grandstands in Forbes Fleid (Home of the Pittsburgh Pirates) the night of the recent Sun-Telegraph Music Jubilee.

# ONE NEWSPAPER

put these thousands of paid admissions in Forbes Field to hear the . . .

# SUN-TELEGRAPH MUSIC JUBILEE

A "world series" crowd of music lovers paid to attend the greatest musical event ever held in Western Pennsylvania—promoted exclusively by the Pittsburgh Sun-Telegraph.

The Sun-Telegraph is proud to have sponsored this Music Jubilee—the most outstanding civic event in the history of Pittsburgh.

# PITTSBURGH SUN-TELEGRAPH

DAILY AND SUNDAY

NATIONALLY REPRESENTED BY PAUL BLOCK AND ASSOCIATES

# heritage

There is an imperishable quality about the home instinct in Philadelphia. It has continued through the generations - a heritage from sturdy founders who hewed homes out of a wilderness.

It finds expression in many ways: In an independence of spirit which demands the privacy of an individual home. Philadeldelphia has more single-family dwellings than all of New York city and Buffalo combined.

It finds expression in the

permanence with which Pat home delphians build their hord largest Nearly ninety-five per cent or the las constructed of brick or storening B

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In Philadelphia. nearly everybody reathe 25, 1935



ich P t home newspaper—the hond largest daily in America. Cent. or the last thirty years, The r storening Bulletin has led in on in ulation among Philadelphia who ores. For the last twelve years han as averaged more than half a S. Cen ion net paid daily.

the sumerically, that circulation is; in resents nearly every home in probledelphia and surrounding mfor urbs. But more important, too hose homes, for The Bulletin ains no readers by premiums will tricrulation contests.

For the past three years The Philadelphia Bulletin has carried more national advertising than any other six-day newspaper in America.

If you manufacture a product for the home, Philadelphians are interested. Tell your story to this great group of home dwellers in the newspaper nearly everybody reads.

See your Advertising Agency.

Copyright 1935, Bulletin Company, Philadelphia. Robert McLean, President. Wm. L. McLean, Jr., Vice-Pres. and Treas. Sales Offices: New York, Chicago, Detroit, San Franscico.

The Evening Bulletin

to the idea of making advertising work. This job properly belongs to both advertising manager and agency, and the latter should recognize it.

The three functions-advertising, sales promotion and publicity do not overlap a great deal, and yet each one is vitally important on many accounts. It is true that most agencies seem to confine themselves mostly to advertising, but it is also true to state that many agencies have been formed from space representatives and copy writers. Neither group unfortunately has had a real opportunity (brilliant though many of them are) to learn the many ramifications of the advertising business.

I think most advertising people would agree with Mr. Hobler in his belief that a man knowing both advertising and merchandising is a most valuable person. His statement, however, "Rarely does an agency make so-called merchandising suggestions that revolutionize a business," seems to miss the point.

An advertising man should know merchandising, so that he will understand how the product is sold—and thus be in a better position to prepare and effectively fill space. He and his agency may know all there is to know about media, but unless they understand the selling procedure, they can hardly do a real job.

#### Believes Space Buyers Also Must Know Sales Set-Up

It is rather difficult to imagine how a media man can select the best list without knowing much about how and where the product is sold. Perhaps that's why the majority of A. N. A. members really pick their own lists. Few agency people attempt to change the merchandising job, although many excellent suggestions have undoubtedly been made.

What the advertiser buys from an advertising agency, whether he realizes it clearly or not—is sales effect. All advertising, all publicity, all sales promotional activities are merely means to an end,—sales.

Most executives are productionminded. They should be-production is basic. And the problems of product are ever-changing.

The problems of merchandising are of an entirely different order. They call for wide range of experience with intangibles, and for intuitions which are often quite the opposite of the habits of thought involved in the manipulation of materials and machinery in the production process.

#### Correlation Is Essential to Sound Planning

Each field has its own logic. Production demands matter-oi-fact thinking. Distribution, though statistical in its approach to marketing, must often attain its ends through something close to showmanship, or at least dramatic, emotional appeal. Yet to be effective, advertising and publicity and showmanship must be related to the product.

Stunting may get attention, but it should be attention for the salesmanship of the product. The logic of marketing is always the logic of persuasion. Figures of speech such as "breaking down sales resistance," "laying down a barrage of salesmen," "out on the firing line"—and so on, have done much damage to sales thinking.

Marketing must take people as it finds them—with all their fixed habits, accustomed ways, and pet prejudices. Advertising and sales activity of every kind must work through persuasion, through adjustment to the fact that people are all egocentric and cannot be changed in any important way except by subtle suggestion from the behavior pattern which their whole individual experiences have given them.

So the modern advertising agency regards the advertiser's money as a trust fund to be expended for sales effect only—and not to improve human nature or to educate people who like themselves the way they are. The advertising and sales promotion of any legitimate product is a business undertaking.

It is hard for me to believe that the average man brought up in the agency business, with no other experience, can really know advertising in all its phases thoroughly. He

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# Farmers need NEWS

THE New Deal has imposed upon farmers fast-changing regulations on crop acreages and live stock production.

To keep abreast of the administration and the AAA farmers need news especially selected and edited for their purposes. They need it right away, not two or three weeks late.

While many farm papers under pressure of economy have been obliged in the last few years to change from weeklies to monthlies and semi-monthlies, The Weekly Kansas City Star, alone in its field, has continued to serve its readers on a weekly basis.

Needless to say The Weekly Star's circulation has jumped up at a rapid rate in its territory. Never before has it covered the states of Kansas, Missouri, Oklahoma and Arkansas so thoroughly.

In fact, The Weekly Kansas City Star has the largest circulation of all American farm weeklies.

The right kind of news promptly and accurately reported is the secret of The Weekly Star's supremacy.

# The Weekly Kansas City Star.

LARGEST FARMERS' WEEKLY IN AMERICA

# Iommes de Terre FOR ME \_

# I ORDERED POTATOES!"



Ton every bibliophile who goes into raptures over Homer, there are ten thousand bread winners who had their last peek at a text book when summer rang down the school curtain on their sixth or seventh grade.

These people are more concerned about doughnuts than dactyls... more interested in Garbo than Goethe... more familiar with lunchroom mashed potatoes than Rainbow Room pommes de terre.

They're your customers, these book-shy, ingenuous millions . . . the men and women to whom your advertising speaks in printed pages that cost you their weight in gold.

The words you put in those pages are vital. They can sell your product and boost your earnings; or they can

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squander six-figure appropriations with an abandon that would make prodigal playboys seem pikers.

Polysyllabic words are all right in a treatise on Physics, but when you're talking your wares to the masses, the language you learned in the "barefoot days" comes closer to ringing the bell.

An advertiser who aims his messages at high "I.Q.'s" is apt to wind up writing I.O.U.'s. "Dude" words are often dud words. They don't click in the minds of the millions because they're tuned to a higher key.

Glittering phrases may ring clear and sweet in the ears of a stylist, but when they play on the unsentimental keys of the cash register, the tinkle is scarcely audible.

# HOW TO SELL PEOPLE

How to talk to the masses . . . how to sell them, is a major advertising problem. You can't talk down; they'd get wise in a minute. You can't talk in the abstract; "It's over my head," Mr. Average Man would say. You can't really talk to them in any terms except those they understand.

And getting advertising copy to talk in those terms is the factor that spells the difference between success and failure. It must be understandable. It must register in a split second. Headline, illustration, text, all must ease their way into the average citizen's mind without a single obstruction.

This kind of advertising may seem too down-to-earth at times, but it SELLS. It always has sold. It is the only kind practically that has sold right through the last few years. And it always will sell, as long as life and people go on as they are today. For today's best advertising is a slice of life itself.

We should be glad to show you examples of advertising that speaks to the people in their own language . . . and to tell you the results it has accomplished. No obligation, of course.

# RUTHRAUFF & RYAN, INC.

New York

Advertising

Chicago

St. Louis · Kansas City · Detroit · Los Angeles · San Francisco · Seattle

is too far away from the so-called firing line. The good advertising manager however (and there are plenty or them) must know all the methods for getting dollar value. And so, at least in my opinion, many agency people would be better off with some years of experience as an advertising department manager.

What selling needs nowadays is more drama. Whether it be wordof-mouth selling or printed selling, it needs some element of surprise

and showmanship.

Advertising can be made a highly effective and dramatic part of many sales plans that are now merely commonplace and inefficient.

Advertising that includes some simple, tested showmanship will do a real job of prospect finding and pre-selling for salesmen or dealers.

The steel industry knows that it could and should sell two or three million tons of steel a year for residences, but so far it hasn't had imagination enough to find a way to do it. The problem could be solved in six months if somebody would only recognize the idea—already in existence—that will do it.

As a matter of fact, streamlined advertising is older than streamlined automobiles. Streamlining simply means minimizing resistance. In one case it's sales resistance, in the other, air resistance.

What the automotive designer now admits, the competent salesman and advertising man sensed long ago—namely that you waste a lot of power by merely meeting opposition head-on.

Streamlined advertising accepts human beings as they are. It seeks to understand ordinary human motivation and to make use of it to sell the advertiser's goods.

The most important knowledge for the successful advertising man is knowledge of what people are like in the mass, what ideas appeal to them, what symbols they recognize and respond to, and upon what level they do their thinking. To gain this knowledge, he certainly should know something about merchandising.

W. J. DAILY.

[EDITOR'S NOTE: We feel that Mr. Daily has misinterpreted Mr. Hobler's basic premise. Mr. Hobler does not say that merchandising is not an important function of agency service.

Specifically, he said: "I do not minimize the constructive work agencies can and are doing along merchandising lines, but wish to emphasize the place that such effort should have in relation to agency service as a properly bal-

anced unit."

Mr. Daily himself says that the most important knowledge for the successful advertising man is a knowledge of people and how to reach them. That is the nub of Mr. Hobler's discussion which focuses attention on the primary function of the agency—the preparation of advertising. He declares for agency personnel which through experience, has a sound knowledge of merchandising. Not only does he say this but we know that, having been a sales manager before going into the agency business, he attaches a great deal of importance to it.]

# Has Filter Powder Account

The Fla-Tex Products Company, Houston, Tex., has appointed the Rogers-Gano Advertising Agency, Inc., of the same city, to direct the advertising on its Flako Filter Powder. Trade publications and direct mail will be used.

# R. W. Sparks Promoted

Robert W. Sparks has been promoted to vice-president of the Bowery Savings Bank, New York. He is first vicepresident of the Financial Advertisers Association. Purchases "Opportunity"

Opportunity, Chicago, has been purchased by A. H. Kulikowski, Chicago. Rhodes-Weed, New York, has been appointed New York representative. Kenneth C. Smith is the new managing editor.

Hotel to Rooney Agency

The Alfred Rooney Company, Inc., New York agency, has been appointed to handle the advertising of the Barbizon Hotel of that city. Newspapers and magazines will be used. Althou

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# Dentists and Advertising

Although Profession Owes Much to Manufacturers There Is Antagonism Between Two Groups

By C. B. Larrabee

THE attitude of dentists toward the advertising of dentifrices and mouth washes is today one of excusable antagonism. Yet the dental profession as a whole owes a great deal to the educational work done by these advertisers over a long period of years.

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This antagonism in its more extreme form is heatedly summarized in a new book by a noted New York dentist.\* According to the publishers this is another Vanguard publication that "names names." It is advertised as another one of the muck-raking books to join the exalted company of "100,000,000 Guinea Pigs," "Skin Deep," and "Counterfeit."

As a matter of fact, "Paying Through the Teeth" is a much better book than its predecessors. In the first place, it does not attempt to cover such a wide field. In addition, Dr. Palmer is a recognized authority in the dental profession and confines himself solely to the field in which he operates. Furthermore, he is a careful critic and with some exceptions confines himself to provable facts without launching further into unprovable deductions or innuendo.

By these tokens the author's charges are going to be much more difficult to answer than have many of the charges of previous muck-

raking books.

Dr. Palmer does not take the attitude that because a dentifrice advertiser makes false claims his product is no good. He says, "Our disagreement is not with dentifrices per se, but with the false claims made for many of them,

with the high prices charged for them in relation to their limited value, and with the harmful ingredients contained in some of these products."

Thus although a number of the products that he rakes pretty thoroughly over the coals have nearly the same formulae of products that he does not object to, he condemns them because their advertising is so untruthful as to merit the contempt of reputable scientists.

Of course, many dentifrice advertisers have for years invited this kind of book by their stupidly shortsighted ballyhoo tactics. There is probably no single industry, unless it is that of cosmetics, that has allowed its advertising to fall to such a low level as the dentifrice industry. This statement is true in spite of the honest and reputable advertisers in the field who have fought vigorously against the slick practices of competitors.

#### Book Highlights One Irrefutable Fact

No doubt this book will be vigorously denounced by many of the manufacturers in the field and by their friends. Like any muckraking book-although by means to such a large extent-it makes statements that are refutable. No amount of refutation, however, will eliminate the fact that an uncomfortably large proportion of dentifrice and mouth wash advertising has sunk to a pretty low ethical standard.

Probably the most common complaint against this book will be that Dr. Palmer condemns good products along with bad. He is very careful, however, in his condemnation to point out in almost every

<sup>&</sup>quot;Paying Through the Teeth." A Critical Analysis of Dental Nostrums. By Bissell B. Palmer, D.D.S., F.A.C.D. (The Vanguard Press, \$2.)

**VOGUE** reports fashions with greater swiftness, chooses them with surer judgment, and presents them with higher authority than any other fashion magazine. Vogue is recognized by fashionable women as the outstanding authority on fashions, and on fashionable living.

Thres

**VOGUE** stands first in circulation among all fashion magazines. The latest A.B.C. statement, covering the first six months of 1935, shows Vogue's average circulation to be 156,784, net paid.

This is the highest circulation point ever reached by Vogue in its 43 years of existence, and the highest ever reached by any magazine in the fashion field.

**VOGUE**, with two issues a month, stood first in advertising linage among all women's magazines throughout one whole quarter century, 1909-1933 (its first 25 years under Nast management).

Vogue stands first in advertising linage among all women's magazines as another quarter century begins. Vogue's lead over its nearest competitor in 1934 was 171,889 lines, and in the first six months of 1935, Vogue's lead is already 107,574 lines.

case that the meritorious products are meritorious but that false claims or lying statements place them outside of the pale.

Dr. Palmer's philosophy is that the manufacturer of a meritorious product weakens his own case when he advertises that product in such a way that the public is misled into believing that it will accomplish the things that no dentifrice on the market can possibly accomplish.

#### Represents View of Many Well-Informed Dentists

There can be no question that Dr. Palmer represents, perhaps a little extremely, the view of a large number of well-informed dentists. It is a little difficult these days to find good dentists who will defend dentifrice and mouth wash advertising. Yet these very dentists owe a great debt to dentifrice advertising.

The tragedy is that the manufacturers have so cavalierly thrown over the tremendous amount of good-will they might have created had they kept their advertising within reasonable limits.

If one goes back into the history of advertising he finds that in the early years of the century such leaders as Colgate and Prophylactic performed a tremendous health service to the country by their teaching of oral hygiene. Long before the public schools of the country were taking much interest in sound oral hygiene, a few advertisers were teaching the public that teeth are among man's most precious possessions. after day, week after week, month after month these advertisers preach the lesson of oral cleanli-

These advertisers taught the public not only to keep its teeth clean but also to visit the dentist with reasonable frequency.

As a matter of fact, for a number of years the laboratories of these manufacturers were about the only places where any scientific investigations of dentifrices were going on. In spite of the fact that a knowledge of oral hygiene should have been an important fact of every dentist's equipment few den-

tal schools made more than passing reference to proper methods of maintaining oral health on the part of the average citizen.

The dentists, to put it bluntly, were ignorant of one of the most important phases of their profession.

I remember no longer than ten years ago talking to a group of dentists who were attending a meeting of one of the dental so-cieties. I talked, at that time, with ten of the leading dentists of their section. I found, to my surprise, that no two of them agreed on the best type of dentifrice to use nor did any of them have anything more than a superficial knowledge of what dentifrices to recommend. Each one had his favorite, but his reasons for recommending it were nebulous. In fact, one dentist was recommending a preparation which was later proved by investigators of the American Dental Association to be actually harmful to the teeth.

This did not mean, of course, that dental investigators had not made research into the merits of dentifrices. It did mean, however, that the average dentist at that time was either too lazy or too lacking in a sense of duty to inform himself concerning the investigations that had been made.

## Influence of Council on Dental Therapeutics

When the American Dental Association created its Council on Dental Therapeutics, probably ten years after such a council should have been created, for the first time a large body of dentists were given some opportunity to judge dentifrices and mouth washes on a scientific basis.

Thus it is a little gratuitous for the dentists of the country to take such a high and mighty stand against advertisers. They themselves are partly to blame for present conditions.

The average dentist, particularly if he is an active member of a dental society, has a great horror of the word "advertising." This stems out of his aversion toward the so-called "advertising dentist."

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Every dentist with a high sense of professional ethics believes that personal advertising is unthinkably non-professional. It is probably well that this is so.

On the other hand, there is no group in the country that is more avid for good downright free pub-

licity than the dentists.

#### Attitude of One Publicity-Seeking Dentist

I remember being with a group of dentists at a dental society meeting when one of the officers of the society brought to another officer a bundle of clippings telling about the society's confessions. The second officer looked at the clippings thoroughly and then in great concern said, "Wretched reporting! Why my name isn't even mentioned by two of the newspapers."

That same dentist a few moments later delivered a bitter tirade

against advertising.

This feeling of the dentists toward advertising is perfectly well-known to dentifrice or mouth wash manufacturers. Common sense, then, would have seemed to dictate to them an attitude of ethical reasonableness.

Of course, some of the sharpshooters in the business are so obtuse as to not understand the

first principle of ethics.

In fact, one of these manufacturers several years ago called in three or four of the best-known dentists of the country and calmly proposed to them that he would pay them \$500 each if they would give him testimonials for his product. When one of the dentists left the room in anger at what he considered to be an insult, the manufacturer looked hopelessly bewildered as he turned to the other dentists and asked them what was the matter.

As a group, however, the manufacturers in the dentifrice and mouth wash field have known the attitude of the dentists. Why, then, have they run hog wild?

The answer is, of course, com-

petition.

According to the accepted scientific view among dentists no dentifrice or mouth wash can have

much therapeutic value. The function of a dentifrice or mouth wash, these scientists say, is to clean. They point out that the amount of medication that can be included in any dentifrice and mouth wash is so small that it can have only a momentary curative value if indeed it can have any. Yet unblushingly for years dentifrice and mouth wash manufacturers have recommended their products as cures for pyorrhea and other oral diseases when they knew quite well that there was no basis for the soundness of their claims.

The unfortunate fact as seen from the manufacturer's side of the desk is that there is no particular sales appeal in the recommendation "Keep your teeth clean."

That is not far enough for a profit-hungry manufacturer who wants to boost sales. For him the answer to his prayer is found in

scare copy.

He salves his conscience by saying, "Oh, well, I should be allowed a little leeway. After all what damage do I do? Maybe my claims are a little out of line, but if I get people to clean their teeth and therefore keep their mouths clean am I not serving the public?"

## Dr. Palmer's Criticism Is a Deeper One

That is an easy way of rationalizing a lapse in ethics. What Dr. Palmer complains of in his book, however, goes considerably beyond this.

He points out with some justification that the dentifrice manufacturer who claims that his very mildly aseptic product will cure pyorrhea is likely to keep hundreds of people away from dentists who are scientifically able, if not to cure, to at least alleviate the disease.

Thus, today, there are two irreconcilable camps. On the one side are the dentists who condemn advertising in general because of the sins of the more blatant manufacturers. On the other side are the manufacturers who, perhaps in some cases honestly, feel that they are performing a public service and cannot understand the antagonism of the dentists. To such manufac-

turers I recommend a thorough reading of "Paying Through the Teeth." They will find, in somewhat extreme forms, to be sure, the reasons why dentists are antagonistic toward their advertising.

It would be unfair not to point out some of Dr. Palmer's lapses. For instance, on page 147 in criticizing the advertising of Dr. Lyon's Tooth Powder, the author

savs.

"Recently over the radio the statement has been slightly qualified so that currently it is 'almost all dentists use powder to clean the teeth.' The fact is that, though dentists use pulverized pumice to clean teeth, almost all dentists use it in the form of a paste and not as a powder, the paste being prepared by the dentist. If powder were used by dentists to clean the teeth, it would be whirled all over patient and dentist by the dental-engine brush used to apply the cleanser, and would not remain in contact with the tooth surface long enough to do any cleaning."

#### This Particular Criticism Misleading

This, it seems to me, is misleading. I have checked with several dentists and find that they feel the same way. Of course, the manufacturers of Dr. Lyon's Tooth Powder hardly felt it necessary to point out that in using a powder the user does not apply it in dry form. Actually, of course, he adds water which automatically makes a paste. Furthermore dentists frequently use advertised powders for

furthermore, in Chapter 13, Dr. Palmer, who has perhaps been too close to the woods to see the trees, gives far greater credit to the work of organized dentistry in educating the dentists than it actually deserves. There are a number of spots in the book that could have been improved had Dr. Palmer kept his messianic complex more under control. On the whole, however, he has done a pretty thorough job in deflating the advertising of

nostrums.

It is essentially a tragedy that the antagonism between dentist and

advertiser exists as it does today. It is most unfortunate that the dentists themselves lay the whole onus on the manufacturer.

Actually the dentists have left the field wide open to the manufacturer. For several years there was vigorous agitation among members of the American Dental Association itself for the promotion of advertising of a general kind that would teach public hygiene. It is a sad fact that several honest, sincere gentlemen who happen to espouse the side of advertising were crucified by some of their brother dentists who climbed up to their ivory towers and contented themselves with crying, "Ethics! Ethics! Ethics!"

It has long been the feeling of PRINTERS' INK that the dentists of this country should sponsor advertising of an educational nature. If the dentists have any sincerity in their concern for public health, they should realize that there is probably no weapon as effective as advertising to advance that cause.

So long as the dentists shy away from an advertising program of this kind they lay themselves open to the unjustified suspicion that some of them are far more interested in oral ill health than in oral

health.

It is unfortunate that organized industry and the dentifrice and mouth wash industry cannot get together on some common ground. There is no doubt that a large section of the public is pretty thoroughly sickened of the feverish and misleading advertising of some of our leading manufacturers. In the long run this public distaste is going to be reflected in sales. Yet the manufacturers are in a position to further the cause of oral hygiene as they did for so many years.

Perhaps it is hopeless at the present stage to think of any reconciliation between the two camps. Yet I should like to see what would happen if ten of the leading dentists would sit down at the same table with ten of the leading dental manufacturers to work out a satisfactory program. Perhaps that is something for Dr. Palmer to think about.

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# BUSINESS in MICHIGAN

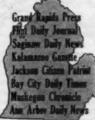
ALL thru the summer and fail there is a steady trek of tourists to the pleasure spots of Michigan. The universal appeal of beautiful lakes and resorts has made this state the playground of the nation.

These people come with the idea of spending — and have money to spend.

Business in Booth Newspaper cities is increased because of this enlarged buying population. You can get your share of this extra business by advertising in the Booth Newspapers of Michigan.

Booth Newspapers, Inc.

I. A. KLEIN, Inc. 50 East 42nd St., New York J. E. LUTZ 180 N. Michigan Ave., Chicago







# Chain-Store Sales for June

	June	June	%	6 Months	6 Months	%
Company	1935	1934	Chge.	1935	1934	Chge,
"Sears, Roebuck(a)	32,294,789	\$25,023,393	+29.1	\$148,056,923	\$118,997,988	+24.4
"Mont. Ward (b).	23,822,297	19,266,336	+23.6	112,995,864	84,807,348	+19.2
Safeway Stores (c)	21,911,168	19,000,462	+15.3	124,604,646	106,417,354	+17.1
F. W. Woolworth .	21,113,249	22,000,467	- 4.0	120,397,124	123,826,274	- 2.7
J. C. Penney	17,929,310	16,796,586	+ 6.7	92,974,346	90,022,564	+ 3.2
Kroger G. & B. (d)	17,839,080	17,483,570	+ 2.0	107,734,294	101,456,701	+ 6.2
S. S. Kresge	11,048,088	11,522,566	4.1	61,229,911	63,291,643	- 3.2
American Stores (e)	9,072,179	8,848,731	+ 2.5	58,776,360	58,003,548	+ 1.3
W. T. Grant	7,653,756	7,347,316	+ 4.1	40,443,353	36,635,449	+10.3
S. H. Kress	5,700,379	5,757,198	- 1.0	33,278,478	34,106,120	- 2.4
National Tea (f)	5,037,572	4,796,725	+ 5.0	28,955,393	27,891,820	+ 3.8
Walgreen	4,667,303	4,457,291	+ 4.7	28,297,780	26,026,549	+ 8.7
J. J. Newberry	3,520,525	3,608,094	- 2.4	18,302,568	17,877,289	+ 2.3
Lerner Stores (g)	2,924,828	2,560,030	+14.2	12,744,146	11,483,254	+11.0
Melville Shoe (h).	2,654,958	2,152,583	+23.3	16,390,290	14,265,483	+14.8
G. C. Murphy	2,583,924	2,465,993	+ 4.8	13,540,256	12,278,690	+10.3
Western Auto Supply	1,884,000	1,666,000	+13.1	8,462,000	7,146,000	+18.4
Interstate Dept. (i)	1,715,491	1,771,549	- 3.1	8,000,052	8,275,440	- 3.3
Neisner Bros	1,659,049	1,579,183	+ 5.0	8,219,808	8,123,249	+ 1.2
Peoples Drug Stores	1,535,034	1,342,468	+14.3	9,087,120	8,025,732	+13.2
Dominion Stores (j)	1,350,740	1,557,863	-13.3	8,094,019	8,989,308	- 9.9
Lane Bryant	1,196,327	1,248,414	-4.2	6,629,325	6,813,338	- 2.7
Edison Bros	1,410,250.	1,236,691	+14.0	7,715,005	6,984,567	+10.4
M. H. Fishman	315,019	323,390	- 2.6	1,438,857	1,394,408	+ 3.2
Rose's Stores	307,797	233,004	+32.1	1,680,614	1,297,827	+29.5

\*Includes both chain and mail-order sales.

(a)-For	4 and	20	wks.	ended	June	18.
(b)-For	Tune	and	five	months		

(c)-For 4 and 24 wks. ended June 15. (d)-For 4 and 24 wks. ended June 15.

(e)-For 4 wks. and six months ended (j)-For 4 and 24 wks. ended June 15. June 29.

(f)-For 4 and 24 wks. ended June 15. (g)-For June and five months.

(h)-For 4 and 28 wks. ended July 6. (i)-For June and five months.

# Number of Stores in Operation

End of	June		End of June	
1935	1934	• 1	1935	1934
Kroger4,283	4,344	Melville	591	565
Safeway3,260	3,236	W. T. Grant	469	458
J. C. Penney1,478	1,464	S. H. Kress	233	229
National Tea1,225	1,244	Peoples Drug	120	115
S. S. Kreage 735	724	Neisner	89	80

According to a compilation made by Merrill, Lynch & Company sales of 23 chains, including 2 mail-order companies, for June totaled \$192,103,634, against \$175,710,384 for June, 1934, an increase of 9.32 per cent. Sales of 23 chains, including 2 mailorder companies, for the first six months of 1935 totaled \$1,058,103,282, against \$971,425,467 for the corresponding period of 1934, an increase of 8.92 per cent.

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## FOR A NEW KIND OF ELECTROTYPING SERVICE TO THE PACIFIC STATES...

# RAPID ADDS PACIFIC COAST eider Bros., largest DIVISION

• Hoffschneider Bros., largest West Coast electrotyping concern, with branches in San Francisco and Oakland, now merged with Rapid. DIVISION

PROUD is Rapid of the joining of these two leaders— Hoffschneider Bros., largest distributors of electrotypes and mats on the West Coast and Rapid, largest of its kind in the world.

The name Hoffschneider, established since 1861, will remain. The management of the two California plants — San Francisco and Oakland — will be in the hands of Bert Hoffschneider, assisted by his two brothers, George W. and Forest.

Thus the personal relationship between Hoffschneider and West Coast advertisers will not be disturbed. It will be strengthened by a complete modernization of the plants and by all the facilities of Rapid.

By this act, Rapid adds to its national service—famous for the speedy distribution of quality plates — local service from three salient points — New. York, Cincinnati, San Francisco. Again Rapid has demonstrated the progressiveness that has won for it the friendly patronage of the nation's advertisers, large and small.

G. W. Tanfmann

The Rapid IN THE WORLD NAMED OF THE WORLD OF

CINCINNATI BRANCH OFFICES: NEW YORK, CHICAGO, SAN FRANCISCO, OAKLAND

THE ATLANTIC ELECTROTYPE & STEREOTYPE CO., 226 E. 45th St., New York

HOFFSCHNEIDER BROS., 500 Howard St., San Francisco 334 Thirteenth St., Oakland

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### P. I. Advertising Index

Chart Shows General Advertising Activity for June Fell Below Last Year—Radio Shows Increase

#### By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

THE index of General Advertising Activity for June, 1935, stood at 78.2, a decrease of 3.7 per cent as compared with the preceding month.

June normally shows a decrease as compared with May, but the index is corrected for seasonal variation, and hence the decrease in the Index (see chart on opposite page) denotes a greater than seasonal decrease.

The General Index for June also shows a decline of 2.3 per cent as

compared with June, 1934. This is the first time that any month in 1935 has registered a decrease as compared with the corresponding month of 1934.

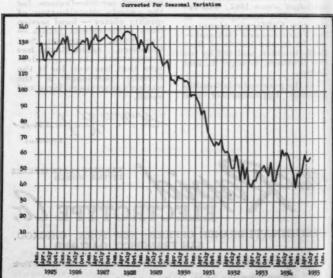
#### Radio Advertising Increases

The Radio Index for June stood at 182.1, an increase of 7.2 per cent over May, after correction for the usual seasonal drop-off has been made.

As compared with June, 1934,

#### MONTHLY INDEX OF OUTDOOR ADVERTISING

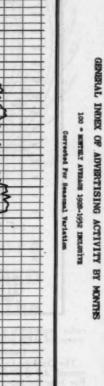
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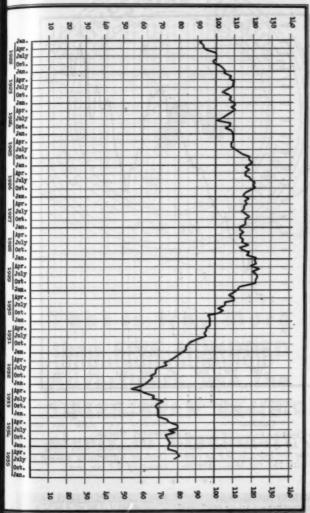


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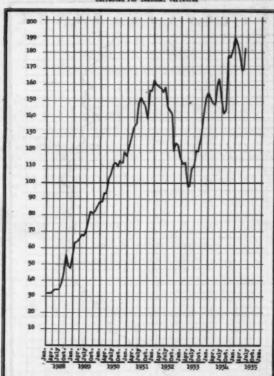




#### MONTHLY INDEX OF RADIO ADVERTISING

100 - MONTHLY AVERAGE 1908-1952 INCLUSIVE

Corrected For Seasonal Variation



radio registered a substantial increase of 11.1 per cent.

#### Outdoor

The Outdoor Index for June advanced 3.9 per cent from May. For June the index is 57.9 as compared with 55.7 for May. The in-

crease in the index for June over May represents the gain after adjustment was made for normal seasonal change.

As compared with June, 1934, Outdoor Advertising showed a decrease of 2.2 per cent.

#### Tuthill Joins Allmendinger

Jay S. Tuthill has resigned as associate editor of The American Automobile (Overseas Edition) and El Automovil Americano to join Edwin D. Allmendinger, New York, automotive export manager. He was for seven years assistant secretary-treasurer of the Overseas Automotive Club, Inc.

#### Death of W. O. Rutherford

William O. Rutherford, retired president of the Pennsylvania Rubber Company, Jeanette, Pa., and former vice-president in charge of sales and advertising of the B. F. Goodrich Rubber Company, Akron, Ohio, for seventeen years, died recently at Gloucester, Mass., aged sixty-one.

July 25, 193

CIN

Martin L.



That is Why More than FIVE HUNDRED Advertisers use the TIMES-STAR exclusively in Cincinnati



**HULBERT TAFT, President and Editor-In-Chief** 

NEW YORK Martin L. Marsh, 60 E. 42nd Street CHICAGO

Kellogg M. Patterson, 393 N. Michigan

### The New Package

Success Depends on Preliminary Work Done Before Container Goes into Circulation

JOHN B. FLACK ADVERTISING AGENCY SYRACUSE, N. Y.

Editor of PRINTERS' INK:

Kindly give us a computation of articles appearing in your publication relative to introducing an entirely new package design.

JOHN B. FLACK.

THE designing of a new package makes it necessary to consider a number of factors that the average executive is likely to overlook in a preliminary consideration of a new container. Eighteen of these factors were outlined in an article, "Before Designing the New Package"\* as follows:

1. Is there a need for a new package?

2. What is the primary appeal of the product?

3. Has the product a secondary appeal?

4. What is the purpose of the package?

5. What are general design trends?

6. What are the design trends in the industry?

7. Who are the prospects and customers?

8. How about the dealer?

9. How will the package be used in display?

10. How will the package be tied up with the advertising?

up with the advertising?

11. What material should be used?

12. Is the package possible from a production standpoint?

13. Are gadgets necessary?14. Is the product one of a fam-

ily of products?

15. What are the designs used by competitors?

\*(PRINTERS' INE MONTHLY, November, 1934, page 58.)

16. Will consumers like the new package?

17. Should the product also be improved?

18. In what condition are dealers' stocks?

Once these factors have been taken into consideration the prob-'lem of putting the new package into circulation becomes important.

In the first place, the new package should be thoroughly merchandised. Therefore, it is well to consider these points:

The salesman should be equipped with some form of portfolio which shows all the steps in

merchandising the package.

2. If the product is sold through jobbers, both the jobber and his salesmen should have information

showing each step.

3. No recognized merchandising tool should be overlooked. Some of those most commonly used in merchandising the package are letters, broadsides, folders, portfolios, articles in house magazines (to salesmen, jobbers, dealers), personal work on the part of all salesmen selling the product.

4. The package should be given every possible advertising backing.

5. The news value of the package change should be emphasized to the limit.

There are certain questions that come up with putting the package into circulation.

Should the new package be introduced instantaneously on a country-wide scale or gradually as dealers sell out their old stock?

If the instantaneous process is to be followed, what provisions should be made for taking back merchandise in the old package?

If this merchandise is not to be taken back, how are the dealers to be helped to clean out their stock of old packages?

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### their gas and oil are bought in New England

There is nothing surprising in this situation. Gas and oil are bought where a car is operated—not where it is registered. And because New England is within easy motoring distance of 72% of the country's population, some 3,000,000 visit it during the summer months. They spend over \$500,000,000 in New England for recreational needs.

Naturally, most of these people have a radio. Naturally, too, most of them listen to WTIC. A summer program over WTIC offers a unique opportunity to secure bonus coverage at no extra cost. An audience of 1,500,000 in the primary coverage area; 680,000 additional in the secondary coverage area; (Jansky & Bailey Survey figures). And a guest audience of many hundreds of thousands more. All with purchasing power far above average.

Talent is available at WTIC for the skilful staging of any type of program. Full particulars on request.

over 1.000.000

visitors from outside of the state

will attend the Connecticut Tercentenary Exercises this Summer

### WTIC

60,000 WATT!

HARTFORD . CONNECTICUT

The Travelers Broadcasting Service Corp.

Member New England and NBC-WEAF Networks

PAUL W. MORENCY, General Manager JAMES F. CLANCY, Business Manager

New York Office, 220 East 42nd Street, J. J. Weed, Mgr. Chicago Office, 203 N. Wabash Avenue, C.C. Weed, Mgr.

of a new package is it safe to announce it to consumers?

All of these subjects are important and have been considered in detail in various articles PRINTERS' INK and also in the "How to Package Profit," by C. B. Larrabee.

It is obvious that putting a new

package into circulation is not a hit-or-miss job. It is something that requires long preliminary study and close analysis of the merchandising picture. A good design is not enough. It must be well adapted to the product and the market and then the new package must be well merchandised.

"Farm Journal" Advertising Set-Up

"Farm Journal" Advertising Set-Up Under Graham Patterson, president and publisher, the advertising set-up of The Farm Journal, Philadelphia, will be as follows:

The New York office, located in the Graybar Building, will be in charge of Frank O. Young who joins the publication on August 1. He formerly was with Riddle & Young and more recently with Pictorial Review. As previously reported, John T. Walker, Jr., will also be with the New York office.

The Chicago office, at 180 North Michigan Avenue, as mentioned last week, will be in charge of William B. Wiemers. On the Chicago sales staff will be D. D. Davis, Jr., Wallace Patterson, formerly with the Christian Herald, and John Patterson.

Patterson.

Patterson.
Clayton Armitage, former assistant advertising manager of Buick, will be on the sales staff covering Detroit with headquarters in the General Motors Building.
Sidney Jenkins as advertising director will make his headquarters in Philadelphis where advertising offices will be maintained on Washington Square.
Paul Christian joins The Farm Journal as business manager. He formerly was assistant general manager of the Washington Star and previously was with N. W. Ayer & Son, Inc., for many years. years.

#### New Religious Annual

The Catholic Buyers' Guide, a new annual, will be released for 1936 on November 15. Joseph F. Wagner, Inc., New York, publisher of the Homiletic and Pastors! Review, is publisher of the new directory, which will be advertised in trade papers and by direct mail. Kelly, Nason & Roosevelt, Inc., New York, is handling the advertising.

#### Gillette Elects Enslow

L. H. Enslow, for many years editor of Water Works and Sewerage, has been elected vice-president of the Gillette Publishing Company, Chicago. Mr. Enslow will continue as editor of Water Works and Sewerage.

#### Joins Gundlach Agency

Lawrence M. Rosenthal, formerly with the James H. Turner Advertising Agency, Chicago, has joined the Gund-lach Advertising Company, of that city, as an account executive.

#### Acquires "Printing Industry"

The Printing Industry, Chicago, has been purchased by H. L. Williamson, Minor Smith and Wayne Harsha, et Springfield, Ill., from Gordon D. Lewis and F. S. Brandenburg. It will be combined with the National Printing Journalist.

Journalist.

Editorially the two publications will maintain a separate identity, the National Printer Journalist edited primarily for combination publishing and printing plants and The Printing Industry addressing the commercial printing field. All advertising, however, will appear in both papers. The amail page size of The Printing Industry will be adopted for the National Printer Journalist.

Offices are at 219 South Fourth Secret.

Offices are at 219 South Fourth Street, Springfield, Ill.

#### New Macfadden Division

Macfadden Publications, Inc., has instituted a division of marketing and research which will function for all of research which will function for all of the Macfadden magazines, according to O. J. Elder, advertising director of Macfadden Publications. The depart-ment will be under the direction of Everett R. Smith, who has been for the last year and a half in charge of similar work for Liberty. The present personnel of the department is to be continued and necessary additional personnel have been engaged to care for the expanded ac-tivities.

#### Oughton to Seymour Paper

Fred W. Oughton, for some time with Cowan & Dengier, Inc., and, more recently, with the sales staff of the Blake-Butler Corporation, is now with the sales staff of the Seymour Paper Company, Inc., New York.

#### Carnall Starts Plant

William Carnall, for the last three and a half years with Wendell W. Fish as general manager of that firm, has established a new typographic plant in the Printing Center Building, Los Angeles Angeles.

#### Grier Transferred

Jack Grier, formerly with the Chicago office of Liquor Store & Dispenser, has been transferred to the New York of-fice, where he will sell advertising space for that publication.

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> > Grocer; 11/2 per June, 1 June, 1 Depart during curren dential

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TOBACCO wholesalers urge fair trade practice rules before FTC including banning of loss leaders, sales of national brands below cost, false advertising, etc. . . Administration demands to bar process tax suits in AAA bill licked in Senate. . . Pennsylvania's Governor Earle signs beer and liquor bills. . . . Representatives of corporate and voluntary chains oppose Patman price control bill sponsored by U. S. Wholesale Grocers Association, rival of National-American Wholesale Grocers Association. . . .

David Lawrence editorializes against Government censorship of broadcasting. . . . Radio amateur shows in New York must employ one professional musician for every amateur instrumentalist by edict of musicians' union, reports The Billboard. . . . Weekly attendance at motion picture theaters in the U. S. about 75,000,000, says 1935-36 edition of "Motion Picture Almanac," with 13,500 of 18,250 motion picture theaters in the U. S. in operation. . . . Committee on Radio for Children of Child Study Association of America (try writing a check out for that one) issues survey of programs suitable for children, naming names. . . .

National Steel Company's board chairman Weir in Manufacturers Record looks for normal slow summer for business with pick-up in fall and gradual, steady improvement, no boom. . . Current issue of Harvard Business Review contains interesting article "Analyzing the Market of Mail Order House Retail Stores." . . New Jersey Law Journal carries article on "Trade-Marks: Their Registration with State Authorities or with the Federal Government" by O. A. Geier of the firm of Richards & Geier. . . .

Virtual press censorship established in Argentina, according to U. P. dispatch. . . . Production of popular-sized cigarettes for just six months this year over sixty-five and a quarter million, largest in history of industry, says Wall Street Journal. . . \$535,547,698 in rental and benefits paid farmers in eleven months of fiscal year by beneficent Uncle Samuel. . . Dominion Bureau of Statistics issues census of 1934 figures on variety-store chains in Canada. . . Industrial activity during first six months 1935 showed marked improvement over corresponding period 1934, and business activity during June, 1935, better than May, according to National Industrial Conference Board. . . .

Grocery chain-store sales for June 4 per cent above June, 1934, but down 1½ per cent under May; rural retail sales for June, 38 per cent above June, 1934, and up 7½ per cent over May; new automobile financing for June, 1½ per cent above June, 1934, and 1½ per cent over May, says Department of Commerce. . . . Consumer food prices fell 1 per cent during two weeks ending July 2, says Bureau of Labor Statistics, with current index of 121.8 up 11.1 per cent over year ago. . . . Rise in residential building in recent months seems to have reversed down trend

July 25, 1

started in 1928 and an improvement of several years' duration may reasonably be expected, according to Moody's Investor Service. .

Standard Statistics Company estimate of farm value of crops and livestock this year, \$8,860,000,000, almost one billion over 1934, and that company sees business activity making satisfactory showing with welcome news on industrial front. . . . Canadian trade drops over five million for June according to its National Revenue Department. . . . NRA to make historical studies of code administration in twelve industries. . . .

Maryland Court of Appeals holds State gross receipts tax law valid. . Revision of Delaware State law in reference to occupational licenses defines advertising agency as "every person engaged in the business of displaying advertising matter by billboards, posters or circulars, or (who) shall undertake the writing or composition of advertisements for other persons on a commission, rental or flat basis."

G. M. S.

#### New Firm Will Represent "Radio Guide"

Radio Guide, New York, has appointed as its exclusive advertising representa-tive National Media, Inc., a newly or-ganized publishers' representative's business. Among the publications this company will also represent are the Elhs Magasine, Army and Navy Journal, and

Magasine, Army and Nauy Journas, and Clubb, a new magazine.
Charles Spencer Hart, business manager of Eliku Magazine, in addition is chairman of National Media, Inc. He was at one time advertising director of Hearst's International. W. H. Johnson, with headquarters at 60 East 42nd Street, New York, is president. W. B. Hart, with offices at 2750 Lake View Drive, Chicago, is vice-president.
Mr. Johnson organized and managed the New York Herald Tribune Syndicate and also owned the Johnson Feature Service. He is the former owner and publisher of the Flushing, N. Y. Journal, the sale of which has permitted his association with National Media, Inc., as one of its executives. W. B. Hart formerly was an advertising representaas one of its executives. W. B. Hart formerly was an advertising representative with Cosmopolitan and at one time was with the new business department of the Chicago office of Ruthrauff & Ryan, Inc., as an account executive.

#### Robbins Succeeds Young

William M. Robbins for the last year vice-president of Walter Baker & Company, Inc., has been appointed manager of General Foods' Eastern plants, succeeding Udell C. Young. From 1928 to 1933 he was assistant to the vice-president in charge of manufacturing of General Foods, previously having been district sales manager at Pittsburgh.

#### Lau with Beaumont Papers

L. C. Lau, for several years advertising manager of the Shreveport, La., Times, has been appointed advertising manager of the Beaumont, Tex., Enterprise and Journal.

#### Warns Against Unapproved Electrical Displays

A bulletin, which has been issued by the International Association of Elec-trical Inspectors states that unscrupulous manufacturers of electrical signs and devices are perpetrating a fraud on advertisers who are not familiar with the electrical requirements which exist in almost every city.

These unapproved materials, it is charged, are assembled with hazardous charged, are assembled with hazardous switches, sockets, devices and cords which are likely to create either fire hazards or electric shocks. Electrical inspectors, as a result, are led to condemn unapproved electrical novelties and advertising devices. This necessitates their return to the advertisers, thus rendering the advertising value of these displays or novelties unseless.

ering the advertising value of these dis-plays or novelties useless.

The bulletin points out that manu-facturers should have their products ap-proved for use. In the majority of cities, the Underwitter's Laboratories, operated by the National Board of Fire Underwriters, are the recognized authority for approval and it is only necessary for the advertiser to insist that all elec-trical displays and novelties bear the Underwriters' Laboratories approval mark,

#### Flinch Revival

Finch, the famous card game of thirty years ago which had over seven million sales, is being revived. It is dressed in a new package with new rules and can be used in playing six other games. A national magazine advertising campaign will be conducted this fall by the Flinch Card Company, which has appointed Horne, Morrissey & Company, Chicago, as its advertising agency. agency.

#### Becomes Rogers, Gano & Gibbons

The Rogers-Gano Advertising Agency, Inc., Chicago and Tulsa, has changed its name to Rogers, Gano & Gibbons, Inc. The change is one of name only.

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#### DANIEL STARCH

announces

#### ARTHUR W. RAMSDELL

has joined his marketing and advertising research organization.

Mr. Ramsdell's first-hand knowledge of distribution outlets from coast to coast and his ability to determine what, how much and where sales effort is needed to accomplish a certain result in any situation, have been invaluable to many manufacturers in a broad range of industries.

The Starch organization seeks further opportunities of discussing with heads of businessand sales executives, their own distribution problems.

Our increased activities in marketing research are spart from and in addition to our magazine and newspaper reader surveys and our investigations in relation to the radio audience.

Inquiries invited

#### DANIEL STARCH

Consultant in Commercial Research

Headquarters: 420 Lexington Avenue, New York

Telephone: MOhawk 4-6624

### A College Advertises Shoes

Dr. Arthur E. Morgan, Who Put Government into the Electrical Business, Heads Antioch Project

#### By Edward H. Pearson

JUST as we relax for a moment after protesting Government competition in the electrical field, comes now advertising in New York newspapers heralding the fact that a college is in the shoe business!

And, whether or not we like it, the college venture is proving a success. Though it went through its growing pains in the depression years, Antioch Shoe Project, Inc., is a consistent money maker—a fact for competitors and other manufacturers to ponder.

Antioch College out in Yellow Springs, Ohio, is the sponsor of this latest invasion of the atpresent-not-too-green pastures of commerce. Antioch has long been famous for a unique system of education. Students alternate five or ten weeks of study with similar

periods of work. They go into offices, factories, and stores to keep in touch with the actual professional and industrial life of the times. This plan has the backing of leading business men. Among Antioch donors are Charles F. Kettering and Samuel S. Fels.

Dr. Arthur E. Morgan, the distinguished engineer who is chairman of the board of directors of TVA, initiated the Antioch plan in 1920. He is president of Antioch College and also of Antioch Shoe Project, Inc. Stories written about him in 1933 at the time of his being chosen by President Roosevelt to head up the Tennessee Valley enterprise indicate that his Antioch work won for him the honor.

Dr. Morgan had a reason for putting Antioch College into the shoe business. Foot trouble experienced by girl students when they tried clerking in stores led the college authorities to decide that something must be done. So much difficulty did the girls have that an extensive investigation was

proposed.

In 1924, this research was begun. The college invested \$60,000 to get the low-down on such controversial topics as the flexible versus the non-flexible shank. The leading orthopaedists were consulted. The findings (no pun intended) of this research are incorporated in a brochure entitled "Effects of Women's Shoes upon Proper Body Mechanics."

When the college undertook to build shoes for Antioch women, the present enterprise was born. Professor John Lloyd Snook, who directs Antioch Shoe Project, explains the matter in this wise:

"To make our ideas practical," he says, "we had to get into quan-



Example of newspaper advertising in New York on a co-operative basis with retail stores tity prod medical i sulted ke that we g described

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tity production. Then, too, the medical men whom we had consulted kept after us and demanded that we give them the kind of shoes described in our book."

Dr. Morgan's view, according to Professor Snook, is that a college has not only a right but a duty in commercializing those things of commercial value which it has to offer. By so doing it gains the opportunity to set the right standards and—to use his own term—"can give the consumer a break."

Now, how is the Shoe Project operating and what success is it having in its twofold effort (1) to make a contribution to society and (2) to pay its dwn way?

Here are the main facts as stated by Professor Snook. He, by the way, is professor of business research and with the aid of about a dozen teachers and students directs all designing, shipping, financing, selling and advertising functions of the Shoe Project.

The shoes are made for the corporation by the Selby Shoe Company, Portsmouth, Ohio. This firm manufactures a number of well-known orthopedic brands. Students may occasionally find employment in the Selby Company but Antioch Shoes are made by regular shoe workers and not by student labor.

Mr. Snook's firm sells direct and gives an exclusive franchise. In 1927, the shoes were handled by two stores only: Halle's in Cleveland, and Fyfe's in Detroit. The years since have been years of steady growth. Now there are retail outlets in eighty cities, including Marshall Field's in Chicago and Filene's in Boston. Antioch already has a larger volume than many older, better-known brands.

Early advertising consisted of letters to the orthopaedists who had collaborated in the research work. Direct mail, prepared by Mr. Snook and his associates, has to date been the chief form of cristed depositions.

printed advertising.

Now, in New York City, newspaper advertising on a co-operative basis with the retail stores, has started. The plan is to use national advertising as soon as distribution warrants. Certain large depart-



Though we have a fine, modern and thoroughly efficient organization for the setting of advertising type, our service is so personalized that even new customers quickly



learn the first names or initials of our key men.

Very close personal contact and responsibility guarantee a smooth-running service which rises to any emergency.

Test us on one advertisement or an entire campaign.

TYPOGRAPHIC SERVICE COMPANY 216 East 45th Street, N. Y.

INDEPENDENT

228 East 45th Street, N. Y.

Divisions of the Electrographic Corporation

July 25, 1

ment stores elsewhere are also advertising the shoe.

The present newspaper advertising is prepared and placed by a New York agency. It was found difficult to work satisfactorily with the New York stores from Yellow Springs. All copy is submitted to Antioch for approval.

From the first, the Antioch people have insisted on strict honesty in manufacture, selling and advertising. They will not modify their shoes to make them more "stylish." They did, by means of a prize contest a few years ago, get ideas for improving appearance, A French artist effected a remarkable improvement without impairing the hygienic correctness of the shoe in any way

In addition to printed advertising, Mr. Snook has students doing detail work with physicians, colleges, and institutions. Two girls have been in New York recently. They called on leading orthopaedists. They lectured at Columbia and New York Universities, certain departments of which use the Antioch book in their courses. college girls presented the Antioch story to New York City police women. At the time of their stay in New York, all women physicians were circularized; also gynecologists and obstetricians.

These field representatives ad-

vance the cause of honest advertising at the same time they sell Antioch Shoes. The Antioch people feel that certain shoe advertisements in New York newspapers are. misleading and deceptive. Photostats of these ads, with names deleted, were part of the girls' equipment.

You might expect that this collegiate effort would have the shoe industry up in arms. But, according to Mr. Snook, Antioch instead has made friends. A leading shoe buyer went out of his way to state that the collegians are having an elevating effect upon the shoe busi-Manufacturers are equally ness. friendly.

The effort to obtain retail representation has been easy for two reasons: First, the dealers like the novelty of the college tie-up. The preliminary research, they feel, was far more thorough than any other ever attempted in the shoe field. They are impressed by the way orthopaedists and teachers recommend the shoes. The college background makes everything claimed for Antioch Shoes seem authentic and believable.

In the second place, dealers find that Antioch makes good shoes and gives genuine value for the money. All leather-no paper in heels or insoles-is language shoe people

understand.

#### CBS Names W. B. Lewis

The Columbia Broadcasting System has appointed W. B. Lewis as commercial program director. He has suspended operations of the Lewis and Clark advertising agency to take over his new assignment at Columbia. Henry Hayward will continue to be supervisor in the department. Mr. Lewis formerly had been with Badger, Browning & Hersey, Inc., and the J. Walter Thompson Company.

#### D'Arcy Elects Vice-Presidents

John E. Sullivan and John M. Drescher have been elected vice-presidents of the D'Arcy Advertising Company, St. Louis. Mr. Sullivan ioined the company in 1913 in the media department of which he has been manager for many years, and Mr. Drescher entered the market research division of the company in 1919, and has been manager of that department since 1923.

#### WOR Appointments

Eugene S. Thomas has been appointed WOR sales promotion manager. Before coming to WOR in July, 1934 in a sales promotion capacity, Mr. Thomas spent seven years with the Thomas R. Shipp

Company, public relations counsel.

Robert E. Catherwood, WOR salesman, has been assigned the Philadelphia and Southern territory, succeeding David Chrisman. Mr. Catherwood once covered this territory for the Scripps-Howard newspapers.

#### Form Oil Burner Institute

At the recent Cleveland conference of the American Oil Burner Association, creation of an Oil Burner Institute to succeed A. O. B. A. was voted. Present members of A. O. B. A. will automatically become members of the new Oil Burner Institute. G. Harvey Porter, operating vice-president of the Industrial Corporation, Baltimore, was elected managing director of the new Institute. managing director of the new Institute.

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### We shall appoint

an advertising manager, capable of interpreting and developing a productive market for national advertisers.

He will come to us with confidence in himself, and an intelligent enthusiasm for the job before him. His past record will support our opinion that his future will be a brilliant one.

To such a man we offer the opportunity to represent clean circulation, possessing an extraordinary vitality and reader-interest, and high buying power. And we shall give him complete co-operation, with authority to match his responsibility.

Write us: tell us about yourself, and what you would make of this post.

THE FORUM



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570 Lexington Avenue, New York

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### Overburdened Mail Prospects

Travel Agents, Bombarded with Literature, Spark on These Mailings That Are Different

TRAVEL agents probably receive a greater bulk of direct-mail material than any other type of business man. Every mail brings them booklets and ship announcements from almost every country in the world, and therefore it is a

Therefore, realizing the tremendous bulk of literature that these tourist bureaus receive, the Hawaii Tourist Bureau recently decided to enroll these 3,000 agents that "sell Hawaiii" in a special "Hawaiian Correspondence Course."

This idea has several advantages:
It has excellent attention value; it helps the travel agent to assimilate the material, read it intelligently and hence saves his time; it is presented in a standard form and thereby gives unity to this phase of the Bureau's direct-mail circularization; and it furnishes a good medium for stressing seasonal and special information about Hawaii, its travel attractions and recreational facilities.

"Hawaiian Correspondence Course—Lesson No. 2" will give an example of how this idea works out. Each lesson in the course is presented briefly on one side of a single sheet, all of the lessons using an identical typography and an identifications between the second seco

identifying border and logotype. The left-hand side of the sheet that carries lesson No. 2 is devoted to Hawaii's climate. A line drawing of a native tree is marked off like a thermometer to show that the highest temperature reached in the Hawaiian Islands is eighty-eight degrees and that the lowest temperature is fifty-six degrees. small block of copy superimposed on the illustration stresses this handy bit of information in a way that will make it easy to remember for the travel agent. The righthand part of the sheet for lesson No. 2 starts off with a paragraph naming the text-books that the agent is to consult for this particular lesson. Each piece in the course similarly starts off by men-tioning these "text-books"—which are really the regular mailings, booklets and other literature that the Bureau is getting out.



Lesson No. 2 in the Bureau's "Correspondence Course"

real problem to command their attention.

The Hawaii Tourist Bureau, located in Honolulu, sends its mailings to more than 3,000 tourist bureaus and travel agents in all parts of the globe. These mailings are not only letters sent out to interest the tourist bureaus in stimulating travel to Hawaii, but they also include copies of all literature gotten out by the Bureau in order that the travel agent may have on hand a supply of Hawaiian literature for distribution to his clients. This literature is also sent to the travel agent in order that by perusing it himself he may be more fully posted on what Hawaii offers to meet the requirements of his clients.

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This text-book reference method naturally is a slightly humorous and at the same time effective way to get the agent to refer to the Burcau's literature. For example lesson No. 2 directs the travel agent's study this way:

"Text-books for this lesson (enclosed) are the latest edition No. 111 of "Tourfax" and "Nearby Hawaii." These are to help you sell summer travel to the Paradise Isles. Summertime now is Hawaii's most important, liveliest tourist season. For the last two years—1933, 1934—July has been the peak month for travel to the Islands."

The rest of the copy in lesson No. 2 is devoted to further amplification on the climate of Hawaii and quotes J. F. Voorhees, meteorologist in charge of the U. S. Weather Bureau Office at Honolulu, in order to dissipate any opinions travelers may have that the summertime in Honolulu is particularly warm.

Correspondence Course Lesson No. 1 was divided almost like the classroom schedule of a day in school with brief lessons on travel, geography, customs and language. As an example of how things of current interest can be worked into these correspondence course lessons, it is interesting to note that in lesson No. 1 copy tells about a new attraction that Hawaii is offering this summer. The University of Hawaii is offering a summer session from June 24 to August 2, in order that travelers to the Islands may combine both education and pleasure. Naturally, lesson No. 1 in describing this new attraction assigns to the travel agent as his lesson the reading of a special booklet which has been

issued on its summer school.

Harold Coffin, editorial manager of the Hawaii Tourist Bureau, says that the Bureau is planning to issue four lessons like those described each year. He reports that the Bureau not only has had an excellent response in the form of requests for additional supplies of Hawaiian literature, but it has received numerous letters from the agents congratulating the Bureau on the correspondence course idea.

#### CHESTER J. LAROCHE DISCUSSES RADIO TALENT CHARGE

Young & Rubicam President tells of merits of system of charging 15%; compares it with fee system.

The August issue of Printers' Ink Monthly offers its readers the first informatory and satisfactory article on this subject to be published. Mr. LaRoche has given much study to radio advertising; this article has been prepared exclusively for Printers' Ink Monthly. It is recommended for reading by everyone wanting an authoritative statement on this much discussed topic.

Why do agencies make a charge of 15% on talent—over and above the 15% commission on time allowed by the broadcasting companies? Does 15 plus 15 make 30—or is it really approximately 15? What is agency service on a radio account? Why not charge a fee for service? What are the advantages in the fee system—the commission system?

All these questions, and more, are answered in the article by Mr. LaRoche. Better start a subscription with the August issue of Printers' Ink Monthly—\$2 for 12 monthly copies.

Printers' Ink Monthly 185 Madison Ave., New York

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### 77 Talking Points

(Continued from page 12)

a salesman. Thank him for his consideration in letting you demonstrate your product. Yes, indeed... apple-sauce still catches more flies than vinegar; and no matter how big a big-shot or how small a little-shot he may be, courtesy still makes more friends than non-chalance!

#### Insinuate Your Personal Value

How can you use your experi-ence to help your prospect? Have you been engaged in his line of business? Do you know his problems? Can you suggest solutions that will convince him of your value to him? Have you had experience with related lines? Don't be bashful about cashing in on your experience-it is worth money to both of you. How about your personal background? Does your education tie up with your prospect? Did it fit you to give advice on matters that trouble him? Do you come from the same town? Do you know the same people? Have you the same friends? Who knows—perhaps you both graduated from the same school; friendship bonds have been tightened on less than that.

What features of helpfulness can you offer? Can you work with his clerks; make suggestions to his organization; advise him on his advertising, or sales promotion, or merchandising? Can you be of help in getting him unusual service from your factory? Can you suggest creative ideas for store or window display? When you get right down to it-what good are you, anyway? That's what he wants to know! Can you sell him on your loyalty? How will you prove it? Have you other customers who will talk up for you? Have you the backbone to fight for your customer's rights-even against your factory? Or do you think your factory is entitled to all the breaks? Does your enthusiasm put you across with him? Can you

generate the same feeling in him? Why not? Whose fault is it? Are you genuinely enthusiastic about your merchandise, or do you just shout about it because you have to? Think you can get anywhere without enthusiasm? Yeah . . .?

What kind of service can you give him on orders, shipments, replacements, emergencies? Do you know what it means to run out of stock unexpectedly and be caught in a jam? Does your factory know? Do they care? What does your prospect think of your dependability? Think he is ready to trust you with all his business in your line? Do you keep your word to him, or do your promises flow too freely? Does he know anything about the bright side of your dealings with other customers? Why not? Don't you think it would make an impression on him? Is he acquainted with any of your other contacts? How about your attitude of friendliness? Do you go more than half way to make friends, or do you expect him to make the advances? Do you understand what real friendliness is. or do you confuse it with familiarity? You know, you might be a friend of his and still not call him by his first name or buy him a drink. Ever think of his family, his secretary, his assistants? Have you any fraternity point of contact with him? What school, what college, what lodge, what club? Do you do anything that he likes to do, and can you talk about it? Or do you think business is just coldblooded business? How about your hospitality? Have you ever taken him to lunch, to a ball game, to a show, to a meeting? Have you ever asked him? How do you know he won't go?

#### Develop the Inspirational Angle

Does your merchandise have any characteristics of stimulation? Is it exciting or provocative in its use? Does it lead to thoughts of

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### Rational Media Inc.

Announces its appointment as exclusive National Advertising Representative of

### Radio Guide

RADIO GUIDE'S circulation growth has been due entirely to reader demand; 96% of it's circulation is sold over the newsstand and this phenomenal growth is emphatic proof of its interest to its readers.

A digest of its circulation figures for quarterly periods show:

1933-1st Quarter						163,194
	2d	66				118,648
	3d	66				70,436
	4th	66				126,4324
1934-1st Quarter					278,487	
	2d	44				319,657
	3d	44				254,339
	4th	66				332,691
1935-let Quarter			ŧ.	L		416.999

 Audited A.B.C. figures. The last two quarters of 1934 and first quarter of 1935 publishers statement to A.B.C.

An exhaustive study of this circulation as well as its distribution has convinced us that RADIO GUIDE through its exclusive and utilitarian appeal to the American radio audience has earned its place as a primary and important advertising medium. Abundant and authentic proof will be submitted to confirm this conclusion.

### Rational Media Inc.

CHARLES SPENCER HART, Chairman

W. H. JOHNSON, President

BOSTON
Old South Bldg.
DETROIT, MICH.

NEW YORK 60 East 42nd Street Tel. MUrray Hill 2-4962 CHICAGO
2758 Lakeview Ava.
Los Angeles
Quinby Bldg.
658 So, Grand Ave.

romance? Does it make the customer want to "go places and do things?" Is it artistic in its makeup or in its eventual surroundings? Has it any esthetic atmosphere or value? Is it in good taste? Is it something that is used by discriminating buyers? Does your prospect have that kind of trade? Is it smart? Has it any assets of fashionableness or effectiveness? If so, does it have universal appeal? Will the masses buy it, or does it have a restricted market? Is it decorative in itself? Or in its setting? Is it modern or modernistic? Is it sensibly styled, or extreme? Be-cause of this, will it last indefi-nitely, or just a short while? Is it original in its design, or is it some new application of an old product or principle? Is it widely imitated, or is it apt to be? Is there any protection against ruinous imitation, or is it difficult to duplicate? Is it protected by copyright or patent? Has it a special novelty value that lifts it above competi-Is it timely? Does it tie in with some occurrence or notable

event? Has it a beauty that is beyond the ordinary in articles of similar manufacture? Does this give it a greater market value? Is it a luxury either in its use or in its manufacture? Is there a good market for that type of luxury? Or is it a necessity that will make a market for itself wherever it goes? What other necessity does it displace or improve upon? Is it a practical product, or is it inclined to be tricky in its application or difficult in its use? Has it any sensational feature worth talking about? Does it include any new departure or development in its line? Has it the added value of being a double-use product, either in itself or in its container? If so, doesn't that add to its value and to its market? Does it offer the possibility of related selling? Will it help sell any other merchandise in your prospect's business? That's an important item, isn't it? Is it especially efficient in the things it does or accomplishes? Can its efficiency be traced or quoted in terms of dollars and cents, or time, or pleasure, or convenience?

Feature the Publicity Program

He will be interested in the newspaper advertising. Will it be in his territory? Will it tie up with his store? Will it carry his name? Also the publication advertising. Will there be any schedule in general magazines, women's magazines, class or trade journals? Will there be any reprints or giant blow-ups that he can use? Is any radio broadcasting contemplated? What will it be-chain or spot? And will it reach his customers? How will it be merchandised? What about the program of directmail advertising? Will it be mailed by him or by the manufacturer? Will it carry his imprint? How will it be written-from the standpoint of the manufacturer or the retailer? How much will it cost him? Will there be any point-ofsale material available? Posters. easels, hangers, signs, window displays? Will he have to pay for it? What proportion? Have you some samples to show him? Do you expect to use outdoor advertis-What will it consist ofboards, electric spectaculars, building signs, road signs? Where will they be located and will he have a voice in the locations? Will it carry his name? Will it play up his store, or the manufacturer? Will there be any car cards? And where will they run-in street cars, buses, trains, subways? And who will pay for that? And what proportion? How about a sampling cam-

How about a sampling campaign? Will there be neighborhood distribution, or will they be handed out in his store? Will you furnish the samples? Who will pay for the distribution? Do you expect to use demonstrations? Are you going to furnish demonstrators for his store, or for some show, or will there be a home demonstration campaign? Will it be a cooperative campaign, or are you going to pay for it? Do you expect to use novelties of any kind? Will they be inexpensive give-aways, available to the masses, or will they be items for selected prospects? Does your product lend itself to reproduction in miniature?

And last, but not least, how about your package? Does it lend itself

to effective shelf, the the window ful, or a odd shape a group of it a distinustack eastore safe important and does identificat

July 25, 19

Penn Elec K. W. (vertising to director of Company, formerly a E. Erickso Nelson sales mans has become of sales. Ben L.) of heat condent in chysion.

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to effective display, either on the shelf, the counter, or as a part of the window display? Is it colorful, or a novelty container, or an odd shape? Does it stand out in a group of assorted products? Has it a distinctive character? Does it stack easily, handle conveniently, store safely and efficiently? Most important of all, is it interesting and does it have a recognizable identification?

#### Penn Electric Appointments

K. W. Cash has been appointed advertising manager and sales promotion director of the Penn Electric Switch Company, Des Moines, Ia. He was formerly advertising manager of the C. E. Erickson Company, Des Moines.

E. Erickson Company, Des Moines.
Nelson B. Delavan, who has been sales manager for the last five years, has become vice-president and director of sales.

Ben L. Boalt, who has been in charge of heat control sales, is now vice-president in charge of the heat control division.

#### New Stamp Digest

The American Stamp Digest, new stamp monthly, will start publication with a September issue. Kent B. Stiles is the editor; Ernest A. Kehr, managing editor.

According to D. D. Runes, publishing director of National Scientific Publications, publishers of Stamp Digest, two other publications will be added to their group this year.

#### With National Food Bureau

Boyd Knell has been appointed director of advertising service of the National Food Bureau, Chicago, an affiliated organization of the Millers National Federation. For the last nine years Mr. Knell has been advertising manager of the International Milling Company, Minneapolis, and the Robin Hood Mills, L4d., of Canada.

#### Advanced by Dayton Papers

Ray C. Smith, for the last eight years credit manager of the Dayton, Ohio, Journal-Herald, has been made advertising manager of the two papers, according to Frank C. Addleman, director of advertising.

#### Has Winkelman Account

A change in advertising agency by Winkelman Shoes, Inc., Philadelphia, as previously reported was in error. The Menken Advertising Agency, New York, continues to handle this account.

#### Leaves Goodwin

George Whiteside has resigned as vice-president in charge of the New York office of the Goodwin Corporation.

### BED-ROCK

Getting down to bedrock, the solid foundation of advertising results is measured by Department Store preference. Here it is for Minneapolis. THE JOURNAL led the two other papers for the first six months by 44% and 151%, respectively.

# JOURNAL

# WANTED

Large Chicago producer of Lithographic Advertising, Store Displays, Window Trims, Floor Bins and general point of sale material needs a man with IDEAS—a man capable of planning display material that will produce sales. He need not be an artist, but must be able to convey his ideas to artists. He must have had experience and produce evidence of his success. He must know modern marchandising methods. He must know enough about cardboard construction and layout to keep his ideas practical.

If you feel you can qualify, send samples of your ideas that have been produced.—Or, better still, send us an original sketch and construction for a lithographed cardboard floor bin in which may be displayed any canned food, designed for use in a modern grocery store. Make it in miniature about 12 inches high.

All replies will be held in confidence. All samples will be returned as soon as possible.

Address "U," Box 129, care of Printers' link 6 North Michigan Avenue - - Chicago, III,

### PRINTERS' INK

A JOURNAL FOR ADVERTISERS Founded 1888 by George P. Recell John Irving Remer, Editor and President 1908—1933

PRINTERS' INK PUBLISHING Co., INC. 185 MADISON AVENUE, NEW YORK

BOY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWBENCE, Secretary
G. A. NICHOLS, Treasurer and Editor
R. W. PALMER, Associate Editor
BATHUE H. LITTLE, Associate Editor
BBENARD A. GRIMES, News Editor
H. W. Marke, Mer. Radders' Service

EDITORIAL OFFICES

Chicago, & North Michigan Avenue: Andrew
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Washington, 1268 Carpenters' Building:
Chester M. Wright.
London, 30 and 31 Great Queen Street, W. C. 2:
McDonough Bussell.

Chicago, 6 North Michigan Avenue; Gove Compton, Manager.
Louis, 915 Olive Street: A. D. McKinney, Manager.
Pacfic Coast: M. C. Mogensen. Manager.
San Francisco, Los Angeles, Scattle, Portland.
Bubecription rates: \$3 a year, \$1.50 at months.
Canada \$4 plus duty \$2.6.8 a year. Foreign \$5.

NEW YORK, JULY 25, 1935

Co-operative eco-Canonizing nomics, we learn, the Co-ops is no longer a mundane matter of dollars and cents. Thanks to a good, healthy boost from a hundred clergymen who met the other day in Madison. Wis.-under the auspices, by the way, of the Co-operative Leaguethe co-operative movement has been elevated to virtually the level of a religion. In fact, inasmuch as the older religions of America seem more or less committed to the established economic plan, perhaps here is a brand of theology that grades even higher.

Characteristically—and understandably—the co-op philosophy is "sold" with an appeal to the emotions. Most men don't think. They feel

Said the Reverend Mr. Rupert Holloway: "Outside the co-operative movement, there is no focus for religion in economic life." And to "the growth of the co-operatives," this prophet pointed to prove that "people are beginning to realize that business can be conducted on the basis of mutual aid, rather than profit-taking."

Equally spiritual was Mr. E. R. Bowen. "The co-operative movement," Mr. Bowen assured the Wisconsin ministers, "is not only any of life." Although he is the Co-operative League's executive secretary, it is not of record that he added that the co-operative movement is also a way of making a living.

But personal points of view aside. and in all seriousness, who will tell these sincere citizens that this new religion of theirs is untrue and that its gods are false? Who will tell them that, without the profit plan's incentive-which spurs on invention and enterprise-the merchandise that lines the shelves of the co-op stores would not exist? And who will tell them that, without public purchasing power-which the profit plan has created—the co-op growers' oranges and lemons and walnuts and wheat would rot for want of buyers?

Are the co-ops really growing? Better than anyone else, advertisers, with their market contacts, ought to know. And if fallacies like this are to be answered, who but the advertisers, themselves, can best meet falsity with truth?

Anyone curious to know the effects of bureaucratic control of advertising should study what has happened to the utilities. For some years this group has been subjected to a vast amount of petty interference and short-sighted regulation by State bodies.

In connection with the probe of lobbying activities which is doing so much to raise blood pressure in super-heated Washington, the Senate Lobby Investigating Committee has just sent a questionnaire

to utilities questions as with advert Question aid or co your comp questions r iation, sta persons, fi whom paid It is ob of the que plans to o penditure ! the "death subversive

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to utilities. Among the many questions asked are several dealing with advertising.

Question 5 asks "State all sums jaid or contracted to be paid by your company for advertising on questions related to Federal legislation, stating the names of the persons, firms or corporations, to whom paid."

It is obvious from the wording of the question that the Committee plans to consider almost any expenditure for advertising to combat the "death penalty" legislation as subversive.

It is a little difficult to follow the reasoning of the Committee. As a matter of fact it should be the last body to condemn any group for taking its side of the case to the public in advertising. There is nothing secret about paid space. The advertiser operates in a goldfish bowl when he presents his arguments in recognized media.

To be sure, one company in particular has been accused of misrepresenting its case in advertising. This is an abuse of advertising and should be met as such. Even this, however, is less to be condemned than the hidden bludgeoning tactics that are characteristic of lobbying at its worst.

So long as the Senate Committee confines its condemnation to lies and misrepresentation it is within its rights. If, however, it attempts to imply that any group be denied its right to put its case before the public in advertising, then it is showing a misunderstanding of both the functions of advertising and of a democratic government.

A. B. C. When the NRA codes were in Verdict their hectic birth, someone (was it Phil Thomson?) pointed out that for nearly twenty years the advertising business had successfully operated a voluntary system of self-policing—the Audit

Bureau of Circulations. The ultimate destiny of NRA is familiar, Supreme Court decisions being rather dramatic affairs. Quietly and relatively unnoticed in its collective import, a new verdict on A. B. C. has been taking shape these recent months and we hereby give the vote its deserving notice.

On August 31, 1934, the Audit Bureau numbered 106 advertisers among its membership. As of July 8, 1935, the advertiser membership stands at 206. This is a net gain in advertiser support of nearly 100 per cent over last year. It represents also an impressive increase-slightly more than 40 per cent-over the advertiser membership in 1930, when the Bureau's total roster was at its all-time peak. And the list of the new additions reads like a blue book of advertisers. All of them are top-rank companies.

Incidentally, further exploration of statistics which Managing Director O. C. Harn was kind enough to dig up for PRINTERS' INK shows that the total membership of the Bureau, despite the many consolidations and suspensions in the publishing field during the last five years, is only 7 per cent off the 1930. Since the loss is entirely among small publications-the depression caused no major medium to relinquish its membership-the proportion of A. B. C. circulation to circulation of all publications is undoubtedly higher than in that

The new vote of advertiser confidence in audited circulation has its roots in action taken last fall to place membership in that division on a purely sponsorship basis. This was in recognition of the fact that Audit Bureau service is available to any manufacturer through his agency and publishers, whether he himself is a member or not. Thus, although the advertiser member pays less dues than formerly,

his enlistment is entirely an expression of a sense of obligation and appreciation toward the work of the Bureau and the principle for which it stands.

The Blue Eagle is grounded, but the torch that is symbol of the Audit Bureau of Circulations gleams a new and brighter radiance.

Why Keep the Secret?

To the President of the United States, food-and-grocery chain-store companies operating more than 16,000 outlets have reported that they are upholding, in wages, working hours, and standards of competition, the spirit of the NRA.

Through its executive vice-president, John A. Logan, the powerful organization known as the Food and Grocery Chain Stores of America assures the President:

"To the best of our knowledge, none of the food and grocery chainstore distributors affiliated with our association has lengthened hours or reduced wages from the levels that prevailed on May 27."

The President had asked for facts. To answer him, the chain-store organization canvassed its members by questionnaire. The information thus gathered is dependable. It's more than dependable. It's impressive. It's heartening. It's something that, for the strengthening of public confidence, the public ought to know.

And now that the President has been told, why not tell the consumers?

In 16,000 neighborhoods, 16,000 business enterprises, upholding the faith!

There, Messrs. Chain-Store Men, is something to advertise. There is a copy theme that, set forth in the newspapers of the cities and towns in which you are blessed with public patronage, would set those communities talking!

And they'd talk, not against your

corporate interests—as you complain the agitators do—but for you!

Will you tell this story? Or do you still believe that the most important elements in your business are the groceries and the meats and today's close-of-business readings of the cash registers?

Bury the Hatchet

The NRA is dead. But one important industry—an industry that, through the depression years, has achieved remarkable growth—still operates under the threat of annihilation.

At the convention of the National Association of Broadcasters in Colorado Springs early this month, Anning S. Prall, chairman of the Federal Communications Commission, assured the radio men that his commission would consider lengthening the stations' license term from the current, chopped-off length of six months to a year. The law, Mr. Prall reminded his hearers, legalizes a discretionary term of three years.

As does Mr. Prall himself, radio realizes the hidden dangers. From the incumbent chairman of the FCC, the industry may expect fair dealing; for, if by no other revelation than his Colorado Springs address, Mr. Prall stands characterized as one public official who can co-operate. But neither he nor anyone else can vouch for the grades of integrity and intelligence that will be brought to his office by his successors.

A precedent that enables a governmental body to re-determine every six months whether it will permit specific business enterprises to continue to operate is entirely too dangerous a weapon.

Publicly, Mr. Prall has commended radio's progress toward regulating itself. To his serious consideration we commend the thought that such an industry deserves official encouragement and support. , 1935

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#### Fighting Words

Are we advertising men lazy? If not, why is there so much ordinary advertising?

This agency continuously applies every possible test to measure the effectiveness of the advertising we produce. We lay no claim to having evolved a perfect formula, but we do know that improvement in technique will come only from ceaseless effort.

A policy that saves us from complacency.

### Newell-Emmett Company

Incorporat

Advertising . Merchandising Counsel

40 EAST 34TH STREET NEW YORK

"NOT HOW MUCH, BUT HOW WELL"

# The Little Schoolmaster's Classroom



MANY of the virtues of the dual-use container are present in a bottle of Seeman Brothers' Sweet Gherkins which the Schoolmaster spied—and bought—on one of those occasional shopping tours of his which may always be depended on to add to his knowledge of practical merchandising.

The bottle is a squat globular affair without any label or other adornment save a decorative raised band molded in the glass. A screw-on type cap provides the dual-use feature but no ordinary cap is this. It has a hole in the center which, while the bottle is in use, is shielded by a piece of cardboard that serves both as a label and a protective covering. Three grooves are also fashioned in the top of the cap and maybe you've guessed it by now; when the contents have been consumed you simply remove the inner cardboard and presto, you have an ashtray!

Whereas many packages of the dual-use type give the impression of being anything but packages, this one is decidedly free of the charge. It is plain and simple and its utility does not suffer from any violent packaging acrobatics.

Since the retail price is only 10 cents, moreover, it cannot be said that the consumer is paying for the

bottle rather than for the contents. This, of course, is a common objection leveled against the dual-use container. Where it is valid the manufacturer had best watch his step.

Finally the product, itself, is happily adapted to a container of this sort. There are, naturally, some people who are regular buyers of gherkins but to the majority they are a "reminder" product, which one may buy if he is reminded of it, but to which an extra inducement is often necessary to clinch the sale.

What small amount of inflation we have had so far has not crammed everybody's pockets. People with services to sell still find prospects who are short on cash but long on rhubarb.

The result is sometimes to resort the practicable if somewhat cumbersome practice of currencyless communities-barter. Barter has always existed to some extent in the backreaches of the mule belt and among consumers of marbles, tops and 15-cent jack-knives. In the last few years, however, it has extended into more urbanized, sophisticated marts. There is the theater in Virginia, for instance, which will sell you a brace of balcony tickets for a peck of tomatoes-doubly wise in that it makes a sale and keeps you from smuggling the tomatoes inside for other than normal purposes.

There are still pioneers in our midst who will swap with you if your wallet is too flat to be dented. Several of them are to be found on the sales forces of the Fuller Brush Company and the Electrolux Refrigerator Sales, Inc.

"The Fuller World" tells several stories of swaps that helped keep salesmen up to their sales quotas.

One of the Fuller men has prac-

tically be story con "In a matter of any busin a Metal barber for needed to been usin has lots

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tically been living on brushes. The

story comes from Seattle, Wash. "In a territory where it is a matter of exchange if you want any business. Emil Nielsen traded a Metal Back Hair Brush with a barber for hair cuts. The barber needed more hair and Emil had been using a Bristlecomb and so has lots of hair, thus making the exchange a good one.

"Emil also traded a Bristlecomb to have his watch repaired. He needs the watch because he makes evening calls by appointments and is always on time. A Dry Mop and a Broom were also exchanged and a \$5 order for for fuel, gasoline.

Another Fuller man took his order in eggs, which is Dr. Townsend's dated money plan working with a vengeance. Still another got himself a lead by offering to pay a barber for a \$2 scalp treatment Before this salesman in brushes. left the barber shop, he had the barber down for another \$8 worth.

An Electrolux salesman, whose story is told in "The Electrolux," had been working on his prospect for quite some time, but apparently seemed to get nowhere. The chief difficulty was the fact that his man did not have sufficient cash on hand to make the required down payment of \$30. . .

"After using all his powers of persuasion without avail, Newton happened to notice that the prospect had a Shetland pony which some three weeks before had given birth to a colt. Suggesting that the owner sell the colt to raise the money, Newton found that this idea met with instant approval.

"In order to close the deal promptly, Newton stated he would take care of the down payment himself if he could have the colt for a young nephew who lived in Durham, N. C. The order was then signed on the spot."

The plainest moral is that as long as your prospect can use your product and has something he can trade in, he is a sales possibility. There may also be the sneakingest trace of a moral present for those consumers who can find time to slide into an old pair



### UNDER THE WIRE

The merry-go-round of closing dates and deadlines are circus enough for any production department to worry about. The one sure way of getting in under the wire is to send all your mats, engravings, electros, and printed matter, whether urgent or routine, by Railway Express. A telephone call starts it all. We pick up your shipments, rush them at passenger train speed, and deliver them to destination in all important cities and towns, without extra charge. And remember, urgent publication shipments are delivered days, nights, and Sundays, holidays included. Low rates.

For service or information phone the nearest Railway Express Agent.

### RAILWAY EXPRESS

AGENCY, INC.

NATION-WIDE RAIL-AIR SERVICE

#### "I'SE REGUSTED!"-

- I'm 28, solings grad, unmarried, 6 years' news reporting and agency work (copy, isyouts; newspaper, radio, direct mail, publication editing).
- · Now operating own small agency in Southern city, but possibilities itmited,
- Show me opportunity for advancement, -l'il prove creative capacity, dependa-lity. "V," Box 139, Printers' ink.

#### Sales Position WANTED

14 years in specialty marketing as branchregional assistant sales manager. University graduate, age 39, English-Scotch-Irish descent. Best of health, familiar entire U. S. Will reside anywhere. Outstanding detailed record on request. Will start any capacity. Address "X," Box 132, P. I.



### a clearing house of experience...

WHEN you need someone to serve in a sales, advertising or marketing capacity, PRINTERS' INK is a logical place to look.

Every issue contains advertisements outlining diversified qualifications and experience. A few minutes spent in looking over recent issues might easily uncover the right man for you; saving you time, money and trouble.

Should you desire to widen your choice in seeking your man, advertise in PRINTERS' INK. You will be rewarded with as fine a field of applicants to select from as you could possibly want. And the cost is low, too.

of pants before the salesman gets in the door.

Searching for signs and portents, the Schoolmaster comes upon a promising news item from Syra-cuse, N. Y. Sixty-one merchants of that city have resolved not to give discounts where they are not due. All of them have had certain groups, individuals or institutions on their favored lists, but henceforth one and all are going to be treated as regular instead of favored customers.

Many people who pride themselves on their one-price policy have not considered that they were breaking bounds in making an "allowance" to this friend or selling at "wholesale" to another. In the aggregate these accommodation sales add up to a huge figure. The unfairest thing about them is that usually the persons getting the discounts are those who are best able to pay the full retail price for merchandise.

Anyhow, a price ought to be a price; some of the folks-manufacturers, wholesalers and retailerswho bewail short working hours, high wages and ruinous taxes, might find a couple of extra dollars in the till when they count the day's receipts if they would cease giving discounts to their friends and to their friend's friends.

It is not surprising that the local agents of insurance companies do not as a general rule go in for advertising of any kind. The parent companies have set a pretty poor example. There has been an encouraging increase in advertising by the larger life insurance companies during the last year or so but many companies still are reluctant to try the use of paid space on any wide scale.

Every once in a while a local agent gets courage enough to try a little advertising himself. Usually the copy is a bit amateurish, but even so these agents are to

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In Cedar Rapids, Iowa, there is a local agent who is trying something different in the way of newspaper copy and, apparently, successfully. The campaign consists of a series of two-column advertisements appearing weekly in the form of testimonials from prominent individuals in the community.

These appear under the heading of "They tell me." The copy deals about 50 per cent with local current affairs and the remainder with insurance problems and questions. A one-column cut of the person interviewed is carried in each advertisement. The name of the insurance company and of the general agent is carried in eight-point type at the bottom, "This series of interviews sponsored by the C. V. Shepherd Agency of the National Life Insurance Company, Montpelier, Vermont."

The appeal, of course, lies in the photographs of local persons. The agent is also using reprints of the advertisements.

Sample advertisements from this campaign came to the Schoolmaster's desk shortly after he had attended a luncheon, in Chicago, of a group of advertising men who listened more or less attentively to an insurance company executive tell how his industry had come through the depression. Questions at the close of the speech brought out the fact that the speaker's company had little use for advertising.

"We tried it," the speaker said, "in the form of some newspaper advertisements with coupons. The return was very small indeed."

The advertising men did a pretty good job of showing this speaker that his test was not necessarily of any value and that he apparently didn't know anything about this subject of advertising. The Schoolmaster was forced to turn to his neighbor and ask what company the speaker represented. It was one that the Schoolmaster had never heard of. The salesman for that company would be faced with an almost insurmountable handicap if he were to call on the Schoolmaster.

However, judging by the interest

#### Classified Advertisements

BUBINESS OPPORTUNITIES

OFFSET LITHOGRAPHING ORGAN-IZATION OFFERS SUBSTANTIAL INTEREST TO PROGRESSIVE, RE-SPONSIBLE PRINTER. BOX 768, PRINTERS' INK.

WANTED: Representative trade publications. Established properties in basic or important industries preferred. We are interested in buying for cash such properties already established in their fields and handicapped because of lack of capital or other reasons. Write Box 766, Printers' Ink.

#### HELP WANTED

#### BRANCH MANAGER

wanted—cities over 500,000. Experienced space salesman. Non-competitive National Advertising Medium. Box 769, P. I.

Wanted Advertising Salesman—Must bave advertising sales experience. Knowledge N. Y. territory and agencies (building field preferable but not essential). Under 30. Reasonable salary with bonus arrangement. Box 773, Printers' Ink.

Small Specialty Shop of High Class Gowns would like to contact (part time) with a woman capable of writing brilliant, compelling sales copy. Must know fashion and have unusual ability for direct mail promotion. Box 770, Printers' Int

WANTED SALESMAN who knows the advertising agency business and has had radio experience. Publication or radio station representative or space buying experience will qualify. Salary and chance for future. Address Box 772, P. I.

Agency Account Executive. Fully recognized, medium sized agency has desirable office space for man who can develop immediate business. Pleasant surroundings, fair treatment and hearty cooperation assured. Liberal arrangement. Address in confidence, Box 765, P. I.

#### POSITIONS WANTED

SORIBO. WANT FULL-TIME JOB OR SOME MORE PART-TIME WORK. LOTS OF EXPERIENCE ON BOTH NATIONAL AND LOCAL ADVERTIS. ING AND PUBLICITY. BOX 771, P.I.

#### I WANT A JOB

YOUNG MAN, married, college graduate, American, six years in advertising department of large New York City manufacturing concern. Still employed but seeking a greater opportunity. Would like a position with a not-too-large manufacturing company as advertising manager or assistant. Would consider out of town position. Salary open. Will you give me an interview? Box 767, P. I.

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No responsibility is as-

sumed for any omission

Advertising rates: Page \$135; balf page \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

that is being shown among insurance companies in advertising, there is no need for the Schoolmaster to do any defending. An increasing number of advertising agen-cies, for one thing, are showing signs of being able to explain what it is all about.

#### New Addresses

Better Business Bureau of Pittsburgh, 1921 Oliver Building, that city. The All-Year Club of Southern Cali-fornia headquarters have been moved to 629 South Hill Street, Los Angeles,

Room 701 J. P. Muller & Company, New York ency, now located at 512 Fifth agency, Avenue.

Avenue.

Free & Sleininger, Inc., Detroit office moving to New Center Building.

The Leo H. Steinhauer Advertising Agency, Seattle, has moved to the Terminal Sales Building, that city.

Cottee Advertising Agency, Boston.

minal Sales Building, that city.

Cotter Advertising Agency, Boston, has moved to the Walker Building, 120 Boylston Street, that city.

The Cincinnati office of The Ralph H. Jones Company has been moved to the Carew Tower.

The J. L. Arnold Company, New York agency, is now located at 71 West 45th Street, that city.

The New England sales offices of the Robert Gair Company, Inc., and subsidiaries, have been moved to 77 Sumner Street, Boston.

Street, Boston.

#### Polk Consumer Census Division Change

Under a new arrangement of the consumer Census Division, R. L. Polk & Company will concentrate the sales as well as the production department in the Polk Directory Building, Detroit, head-quarters of the company. Exception is made of the Eastern field, in which Walter P. Burn, former director of the division, will also offer his own analytical and sales promotion services, from offices with R. L. Polk & Company, at 354 Fourth Avenue, New York.

#### Wright Enters New Field

John H. Wright, who recently resigned as vice-president and technical director of Zonite Products Corporation, has entered the technical consulting field with offices in the Chrysler Building, New York. Mr. Wright will remain as secretary of the National Association of Insecticide & Disinfectant Manufacturers.

#### Appoints Norris-Patterson

Othine Laboratories, Inc., Buffalo, N. Y., manufacturer of a freekle remover, has appointed Norris-Patterson, Toronto, Ont., to direct its Canadian advertising. Daily and weekly newspapers will be used this summer and magazines this fall.

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 $\mathbf{Off}$ 

PRIN'

### CHARLES FRANCIS PRESS

-a modern printing plant adapted to large edition work of the better class, for example

Catalogs

Booklets

Broadsides

Magazines

House Organs

4-color Process Printing

Offices and plant located at 461 Eighth Ave., New York City

PRINTING CRAFTS BUILDING, MEdallion 3-3500

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